

# PRINTERS'

Registered U. S. Patent Office

12 West 31st Street, New York City  
A JOURNAL FOR ADVERTISERS



VOL. XC

NEW YORK, JANUARY 7, 1915

No. 1

COX'S red, white and blue checkerboard package may be called the great-grand-mother of our present-day grocery packages. It has been well known in America for 75 years, and advertising has played its part in keeping Cox's known as the standard Gelatine.

We are rather proud of our connection with this long-established concern in Edinburgh, Scotland, and invite you to ask them what they think of us.



N. W. AYER & SON  
Philadelphia

New York Boston Chicago



(This is Advertisement Number Sixty-seven of a Series)

# Why

## I Gave My Account to FEDERAL



THE last six months brought more new business to FEDERAL than in all of two preceding years. Considering conditions, we feel that this is rather remarkable and well worth looking into.

We have therefore invited some of these advertisers to tell you their reasons in their own way; and take this occasion to announce a forthcoming Series in this space written by FEDERAL clients themselves, under the above title—"Why I gave my account to FEDERAL."

We trust this will prove interesting both to present and prospective advertisers who seek the correct principle of agency selection.

As we do not employ the usual Solicitor, these accounts all came to us through investigation into our specialized merchandizing methods.

We welcome such investigation at all times and will gladly submit our resources to any comparative test on this basis.

*"Put it up to men who know your market"*

# FEDERAL

## ADVERTISING AGENCY

241 West Thirty-ninth Street, New York

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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XC

NEW YORK, JANUARY 7, 1915

No. 1

## The Advertising Manager and His House

The Advertising Manager of One of the Largest and Most Successful National Accounts Handles in a Thoroughly Sane Way Some of the Vexed Questions of the Advertising Business

CONTRARY to what is stated below, I do not work for a man named Jones and he does not make pickled pigs' feet; but in all other respects this story is as true as gospel—except for some of the situations it contains, which are disguised for reasons which will be obvious to the reader.

I am writing this two days after Christmas, and the visions of Christmas tree candles are still too clear before my eyes and the merry din of Christmas horns, drums, and trumpets still echoing in my ears too much to permit my writing a calm, dispassionate, analytical business article.

And indeed why should I? For if there were ever a business garished throughout with sentiment and heart interest it is that of advertising. If there be any Jacob Marleys, who have no bowels, alive in this our day they had best keep out of it.

It is just twenty-five days since the editor of PRINTERS' INK asked me to write this article under the heading, "The Advertising Manager—How He Can Make Good for His House." In my sacred anonymity I can confess to you that for twenty-one days and a half the subject filled me with such dire misgivings that only the approach of Christmas-tide succeeded in dissipating these forebodings. For why should I, even though anonymous, arrogate to myself in these pages the sacred title of "The Man Who Has Made Good"? This was the question I

continuously asked myself and the day before Christmas it was answered for me.

### A CLEAN DESK, AND TIME TO INTROSPECT

For three days I had had a clear desk. The big jobs that were urgent were completed. Appropriations were made up, passed and distributed. There were a few large tasks ahead, but none of them were urgent; they could not be undertaken and completed in the few days remaining before Christmas, and I was convinced that I could assault them with a better spirit and a greater certainty of inspiration after the pleasant distractions of Christmas were over. And so, except for the hour or two each day required to take care of the regular grist that passed through the office, my desk, for the first time in a number of months, was completely clear.

Now I have never in my life had a clean desk and a clean conscience at the same time. Not that my desk is ever in disorder. I long since earned the reproach of being the crankiest old maid on the subject of order in the entire institution. By a clean desk I merely mean that situation so aptly described by the sages of our time as "nothing to do till to-morrow." And when such a situation forces itself upon me my accusing conscience begins to work overtime. Not having anything more interesting to think

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about than myself I begin to ponder upon the distressing question of why Jones pays me my salary, and to save my soul I have never been able to answer it.

So on this day before Christmas, having looked over that portion of the mail which came to my desk, answered some of it and passed the remainder on to the proverbial "George," I was struggling with the unanswerable enigma when I was advised that the boss, Mr. Jones, was ready to see me. For a brief instant the appalling thought flashed upon me that my sins had found me out, but I was immediately reassured by the reflection that the boss certainly would not fire even a recalcitrant office boy on the day before Christmas, so selecting from my file the folder containing the few items requiring conference with the head of the house I passed into his office.

The business was quickly disposed of and I was thanking the boss for the Christmas basket I had received and the pleasant year I had experienced and was about to wish him a Merry Christmas and make a graceful getaway when he said, "Wait a minute. You are perfectly welcome to what you have had, but there is something else I want to take up with you." Whereupon he handed me a long envelope which, when I had opened it with somewhat nervous fingers, I found to contain, not a note advising me that my services would not be required after the first of the year, but—a check for about a third of my yearly salary.

What I said, or tried to say, has no place in this narrative: If I choked up and stammered and mumbled something entirely unintelligible and finally stumbled out of the "old man's" office much less gracefully than I had planned, I am sure I may be forgiven.

#### THE "BOSS" IS A SAGACIOUS MAN

But what was worth as much to me as the check itself, and will doubtless be treasured much longer, was the note which accompanied it, signed "Very truly your friend, Samuel Jones." Sam-

uel Jones does not bestow his friendship with prodigality, and I know that when he signs himself "Very truly your friend," he means every last word of it.

I have heard it said that Samuel Jones was a peculiar man. I know I have heard it said, because I have said it myself. But I have also grown to realize that most men who build big businesses and climb to dizzy heights on the frail ladder of success are essentially peculiar men. It takes uncommon men to do uncommon things. Samuel Jones is a just man and a sagacious executive. And if he considers that I have made good and thinks it strongly enough to express it in the way he has done, I am willing to write an article for PRINTERS' INK, even under so captious a heading as that assigned to me.

The first essential of any man's success is to know his job. The second is to know his boss, whether that boss be an individual or the great public, which is at once the most appreciative and the most unrelenting master any man can have. I have known Samuel Jones for some fifteen years and think I know him well, but I know he knows me better. And if any man thinks his boss does not know him, he has another think coming. That's a faculty which bosses inevitably have—at least the kind we are talking about, who build successful businesses and become successful advertisers.

So the first thing that any advertising manager should get out of his head is the remotest suspicion that he is unknown, unrecognized and unappreciated. Chances are he has been as carefully weighed, analyzed, labeled and inventoried as the coal that runs the factory or the raw material used in making the product.

When the editor of PRINTERS' INK asked me to write this article, he said, "You have probably been hearing and reading lately something about the status of the advertising manager in the concern he works for—something to the effect that the advertising manager did not have the weight in the



councils of his concern which he should have."

I have no interest in the advertising manager's status in the concern he works for. I have no interest in even my own status in the concern I work for myself. All I am interested in is getting under the job that is set for me to do. If I ever succeed in doing that to my own satisfaction, I will bide all the other consequences.

#### WHAT IS THE ADVERTISING MANAGER'S STATUS?

The advertising manager's status in the concern he works for! What more fruitless subject for discussion could there be? The advertising manager's status in the concern he works for! Now if it were the advertising manager's status with himself, or with his work or with this great undeveloped science of advertising, whose volumes of wisdom lie before us almost unopened, there you might have a subject worthy of discussion and of the most fervent and searching examination. But the status of the advertising manager in the concern he works for! I give it up.

A few weeks ago out in Wisconsin I was called upon to talk to a salesman who was going to the bad. He was undoubtedly the best all-around salesman in the whole Jones organization. He could sell pickled pigs' feet to the Swedes. He could convert the corner popcorn man to a firm conviction that the one thing he needed to complete the success of his corner popcorn emporium was a stock of Jones Pickled Pigs' Feet. The only fault with him was that he had joined the temperance movement and was making a frantic effort to ruin the liquor business by consuming all the raw product. And where he got it it was pretty raw, too.

Now the only trouble with this salesman, whom we shall call Anderson simply because that was not his name, was that he was worrying about his "status in the concern he worked for." He felt that other salesmen who were not so capable as he was were being preferred to him and given ad-

vancement which he did not receive. And fortified in this conviction he sallied forth against the liquor traffic.

"Anderson," I said, when we got up in the little hotel room together, "you have been working for Jones in the hardest territory we have and you have been getting away with it. But you have struck one hard piece of territory and you've laid down on the job."

Anderson protested indignantly that he never laid down on a job in his life.

"Indeed you have," I urged, "for the hardest territory that you have to master is in the back of your head. You have been watching other people all the time. You have been jealous of Smith's advancement. You are discontented because Johnson got a raise in pay and you didn't. You are worried over what your manager thinks of you and your work. Now forget it. It's none of your business what Smith does or how much salary Johnson gets. Your business is to make good for just one individual and his name is Anderson."

Anderson wanted to know what promises would be held out to him in case he did make good.

"Not a one," I answered. "Don't ask your boss to make you any promises and if he does don't bother about them. Make yourself your own promises and then see to it that you keep them. Get busy now and go to work for Anderson and forget about the other fellow and about what your boss thinks of you."

That salesman is making good to-day and unless I am greatly mistaken will win his coveted spurs before many weeks or months expire.

It is needless to point the moral. The advertising manager who is worried about his status in the concern he works for is like Anderson. He has slipped his trolley and the first thing he knows it is going to hit a guy wire with a resounding thump that is sure to wake him up.

When I went to work for Jones, all I had was a place on the payroll—not a very conspicuous one at that—and thirty days' notice.

I still have my place on the payroll, and the privilege of quitting my job or getting fired on thirty days' notice still holds good. I was asked to write my own contract and that's the way I wrote it. It took about ten lines. The manager of another department had a three years' contract. He isn't with us any more. I figured that if the boss got tired of seeing me around thirty days would be about as long as either of us could stand it.

#### A MAN WITHOUT A JOB

I had no job. The wooden Indian in front of the cigar store was a man of infinite business cares compared with me. The boss was too busy to see me and outline my work. It took me three years to find out that this was a put-up job. I had a desk and a fountain pen and some nice new stationery and a couple of ink wells and blotters and a pad of scratch paper and a waste-basket—but no job. The man next to me was overheard to remark, "That side-kick of mine has a soft snap." He is also among the missing to-day. And if ever a man worked hard in his life it was your humble servant trying to find something to do.

At last I struck it, or thought I had. I found something that needed to be done and that I thought I could do. With elation I sought audience with the boss and told him about it. My hopes were dashed to the ground. It wasn't practical, he said. It couldn't be done. It had been tried fruitlessly before. So having nothing else to do, I went back to my desk and did it. I worked out my plan carefully, revised it three times, and submitted it as a "rough draft." The boss looked upon it and saw that it was good. I had a job.

#### HIS "STATUS" ESTABLISHED

My next experience was along the same order. I found something else that couldn't be done—and did it. After that it was easy. They gave me a few things to do that could be done—and I have been busy with them ever since.

The advertising department in the house of Jones has two functions. In the first place it is the department in which the advertising is handled. In the second place it is the department in which everything else is handled that does not specifically belong to some other department. When the mail sorters strike something they do not know what to do with they send it to the advertising department. That's the place for it. The men who actively manage the work are for the most part newspaper men. And when they were newspaper men they were good ones. They learned early in life the first essential of newspaper success, which is—cover your assignment. Do the thing that is set before you to do, do it on schedule time and do it right. And they learned early in life another newspaper essential—self-immolation. The man who works for a newspaper works for his newspaper and for it alone. He never worries over who is going to get the credit for his efforts. And that trait sticks to your good newspaper man all through life. Heaven help the man, particularly the advertising man or manager, who carries the handicap of apprehension lest someone else may get the credit for the work he does. Let us say with good old Admiral Schley, "There is glory enough for us all."

"You know," remarked a friend in a letter to me recently, "that advertising managers themselves have often complained that their relationship to their house is not so intimate as is that, perhaps, of the sales manager, who has grown up in the organization and whose activities, as it were, have been woven into the organization's work for many years."

I don't know that. At least not from practical experience. In the Jones organization, I know, the sales manager and the advertising manager work together in perfect accord. The sales manager is my right-hand man and I like to feel and believe I am justified in feeling that I am his. But that is because we are both working,

# When Your Market Is Women

The modern housewives who comprise the great market for advertised goods are those whose greatest interest centers about their home and their loved ones. They delight in keeping their homes spick and span; in cooking dainty dishes; in doing practical needlework; in dressing themselves and their children in the height of attractiveness.

If these women comprise your market, they are the ones you want to influence. You want them to see your advertisement, to read it and act upon it. And you know they will be *most* likely to do this when your advertisement appears in a publication which they read carefully.

*Needlecraft* is read carefully because it deals exclusively with the home problems of womanhood—dainty needlework, fashions, household decoration and table delicacies. *Needlecraft* supplies more than 750,000 active housewives with a thorough and practical household service along these lines of interest. If you want your advertising to appear where it will be most likely to be carefully read by them, place it in *Needlecraft*.

## NEEDLECRAFT PUBLISHING CO. NEW YORK CITY

WILL C. IZOR, Advertising Manager  
1 Madison Avenue, New York

JOHN GRANT, Western Manager  
30 No. Dearborn St., Chicago

*Member Audit Bureau of Circulations*

as we should, for the interests of the house of ours. If either he or I were worried over who was going to get the credit for the ideas we frequently thresh out in conference, our confidence in one another would soon be clouded with suspicion and we would work together just about as harmoniously as a hungry dog and a rabbit. In all our consultations there is one consideration that is paramount and only one. That is the question, "Will it sell the goods?"

#### INTIMACY THROUGH LONG ASSOCIATION

I cannot believe that advertising managers generally have made or are making the complaint just quoted. I should dislike to believe that I was associated with a body of men with such little depth of soul or breadth of vision. And, indeed, does not the complaint carry with it its own answer? "Advertising managers," it was said, "complain that their relationship to their house is not so intimate as that of the sales manager, who has grown up in the organization."

If there is such a complaint, there's the answer, "The sales manager has grown up in the organization." I think, as a general proposition the sales manager, take it by and large, has grown up in the organization more than the advertising manager. And if this be true, why shouldn't he be on terms of greater intimacy with the house or with the head of the house than the advertising manager? When I selected my first assistant, I did not look the field over for the most capable man I could find. I picked a man who knew as little about the advertising business as I did a few years before, but a man whom I *knew intimately*. When advertising managers are willing to grow up with the house, instead of shifting from one place to another so rapidly that the whole field looks like a kaleidoscope, so frequent the changes, then and not until then, will they have no reason to complain about lack of intimacy with their house or with its head. The wonder is that with

this situation existing the hard-headed chiefs of successful nationally advertising businesses repose as much confidence as they do in the nomadic heads of their advertising departments.

#### HERE'S A MAN NOT WORRYING ABOUT AUTHORITY

I have heard that some advertising managers have complained about a lack of authority. Authority is, as I see it, the most dangerous tool that any man can monkey with, be he advertising manager of the Bungtown Bazoo or Czar of all the Russias. I have never assumed authority to hire or fire a ten-dollar-a-week clerk without consulting an officer of the company, nor have I a single complaint as to lack of authority in my department. I have never signed an order involving the expenditure of a thousand dollars or more, and as long as the "old man" is willing to scan these orders and place his John Hancock at the bottom of them before they go out, he is going to be freely and fully accorded the glorious privilege of doing so. And yet among those who do not know about these little details I am told that I have been regarded as an advertising manager with unique authority. Why? Because I make it a point to have the "boss" behind me in everything I do. My job is to see things through his eyes, for I am spending his money. If I fail in this, I fail in everything.

I do not mean that I have no opinions or convictions of my own. No one who knows me will accuse me of that. But when my opinions and the opinions of the head of the house are at variance, then it is up to me to either convince him or be convinced myself. An advertising man is supposed to be some sort of a salesman. If he cannot "sell" the head of the house on his convictions, then there is something the matter either with his convictions or with his salesmanship. In the time I have worked for Jones I have gone to him with plenty of suggestions and ideas that he has rejected, usually, as I found out in

100th Anniversary Year

1815

The  
North American  
Review

1915

*Edited by George Harvey*

for January

is the first of the twelve centennial numbers to be published during Nineteen Fifteen in celebration of the one hundredth anniversary of The North American Review—America's oldest magazine.

The total print for January is 44,000 and it is guaranteed that the net paid circulation exceeds 25,000.

The rate is \$50.00 a page and pro rata.

Forms for the next centennial number (February) close January 12th.

Franklin Square  
New York City

THE PUBLISHERS



Reproduction of the back page of *Successful Farming* of December, 1914, carrying an advertisement for the Feil Manufacturing Company, Cleveland, Ohio, prepared by the Albert G. Wade Agency of Chicago.

## A Live Stock Remedy Success

Sidney R. Feil, President of the Feil Manufacturing Company, Chemists, Cleveland, Ohio, championed a new idea in the live stock remedy business—and made good.

For he went direct to his best prospective customers by the route of intelligent advertising, backing up his product by a liberal guarantee.

Being a chemist and not an experienced advertiser, his first move—employing a good advertising agency—was the correct one.

With the assistance of the Albert G. Wade Agency he has used vigorous campaigns for several years, selecting the papers each season by keyed advertising.

He has used **SUCCESSFUL FARMING** continuously because it pays. It covers his best territory—where there is the most live stock.

As is shown by the map below, the value of live stock in **SUCCESSFUL FARMING'S** territory, although comprising but thirteen states, is more than that for the entire balance of the United States.

As live stock farming is especially profitable, other advertisers will do well to follow Mr. Feil's example, for the wealthy live stock farmers of the "heart zone" are in the market for a great many other things besides "Salvet," the product of the Feil Manufacturing Company.

For the benefit of those advertisers who want facts accurately and graphically presented for not only the "heart zone" but for the whole United States, we have compiled a set of Definite Data maps which comprise a thorough analysis of the buying power of the American farmer and the best methods of distribution to reach him.

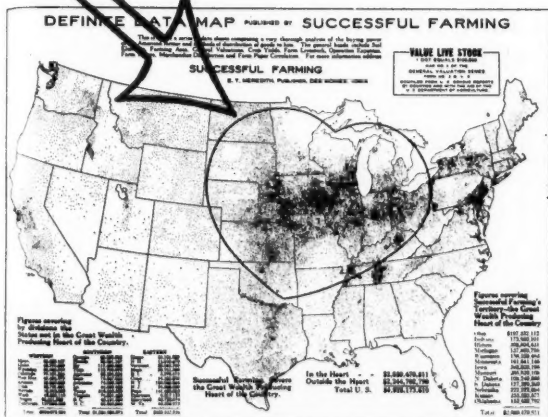
No matter what your problem is, if it concerns farm paper advertising, these maps will probably answer it. Please let us know what it is and we will try and serve you.

## E. T. MEREDITH

**Publisher**

# Successful Farming

**DES MOINES, IOWA**



A Definite Data map on live stock value, one dot represents the location of \$100,000 worth of live stock.



due time, with good judgment. But I have never gone to him with a real downright conviction—on which I was thoroughly sold myself—and failed to “sell” it to him.

When I went to work for Jones, as I have said, I was a man without a job. To-day there are some thirty-five or forty people in my department. And each year enough money has been saved to pay my own salary and the salaries of every additional employee. I do not mean saved out of appropriations either. I mean genuine savings achieved through better buying or through devising better means for doing the same thing at a less cost. I do not “point with pride” to this achievement. It was one of the things I was hired for. The opportunity was there and if I had not found it, I certainly would not have been the man for the place. In fact, each time I call Jones’ attention to these savings I feel that he is a compassionate gentleman when he fails to ask, “Why wasn’t it done before?”

The saving, however, is only incidental, for naturally the greater part of the work is of what might be called constructive character. And in this constructive work I often feel that we advertising managers are constantly in grave danger of losing our perspective. We talk so glibly of spending ten or twenty or a hundred thousand dollars. Well, if I had a hundred thousand dollars of my own I probably wouldn’t be working for Mr. Jones, much as I respect him and as well as I like my job. Nor am I at all apprehensive of disclosing my identity by admitting that I am an advertising manager without a hundred thousand dollars. But how we do frolic around with the old man’s money!

#### GOING AT AN EXPENDITURE REVERENTLY

The other day at one of our department conferences we were considering a piece of copy to fill, say, \$5,000 worth of space. The space was bought, the design was passed, and it was “merely” a matter of the text. As we ap-

proached the subject I said, “We have bought a \$5,000 lot and we are building a house upon it. In fact, the house has been built, and we are now looking to the interior decorations. Each word in this text is a piece of furniture. It behooves us to select them with appropriate care.”

And with that thought before us—for not one of us had ever bought a \$5,000 lot—we approached that piece of text with due reverence and veneration and dealt with it accordingly.

I presume this discussion would hardly be complete without some reference to the advertising agency or to advertising agency relations, that fertile subject which invariably enlivens the discussion wherever advertising managers are gathered. I have heard advertising managers contend that the agency relations should be completely within the province of the advertising manager. I cannot believe that either theoretically or practically this is desirable. I thank kind Providence that it is not my task in my connection with the house of Jones to either select the advertising agency or to be sponsor for its actions after it has been selected. If it were, I would be placed in a strangely anomalous position, for it is too frequently my duty to confront the agency with fixed bayonet and compel it to stand and deliver. If there is an advertising manager in America whose relations with the advertising agency are at all times perfectly cordial and harmonious, I have a suspicion that that manager has something to learn about his job. Mine are not. With the individuals that comprise the agency they are most cordial, without exception, but with the agency as an institution, it is another story. The agency is paid, never mind by whom, to deliver a stated service to my company, and it is my job to see that my company gets all that, either directly or indirectly, it is paying for. It would scarcely be possible for both the agency and myself to entertain at all times exactly the same ideas as to what that service

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should embrace. And when such divergency of opinion presents itself, what a blessing it is to feel that I can pursue my contention unhampered by any feeling that I am the sponsor for that agency before my house.

#### ALL'S WELL WITH THE WORLD

But Christmas is over. Tomorrow is another working day, and I must tear myself away from this realm of philosophy and get back to my job. Of course, what I have written may not apply to you, for I am working under ideal conditions. I have no problems, no worries. The hours I spend at my desk are the happiest hours of my life. I haven't taken a vacation in two years, because I know of no other place I can go where I can have quite so much fun. The job is just what I want, and it ought to be, for I made it myself. The boss says so, and he knows.

In it I am realizing every day, and more and more as time goes on, that great precept of Carlyle's, "Blessed is he that has found his work: let him seek no other blessedness."

#### Fort Worth Club Supersedes Speeches by Question Box

No special speakers are scheduled to address the Fort Worth Advertising Men's Club this season, is announced by A. L. Shuman, the club's corresponding secretary. Instead, a series of question boxes are being opened and the questions are answered in an informal way by the members present. This leads to a general discussion of the topics suggested, by which, Mr. Shuman states, the members of the club are enabled to learn more than they could by listening to a speech. The discussions are of a round-table order, and members are even forbidden to arise while talking.

#### Detroit Agency Shares Profits

The Campbell-Ewald Company, of Detroit, announced a profit-sharing plan the close of their fiscal year, distributing profits among their employees to the extent of ten per cent of their salaries.

#### G. F. Bailey Advanced on New York "Globe"

G. F. Bailey, who has been on the advertising staff of the New York *Globe* for eleven years, has been appointed advertising manager of the paper.

#### A Unique Full-Page Ad

The Levy Brothers Dry Goods Company, of Houston, Tex., during the holidays ran a page advertisement in the form of a "Want Ad" page. The copy was set in the "Want Ad" page style, under such headings as "Personal," "Male Help," "Female Help," "Business Chances," "For Sale," and "Miscellaneous." The whole page was cleverly gotten up. Under the "Male Help" appeared this item—"The man who reads these columns will find much help in deciding on what sort of a gift will be most suitable for a woman." Under "Female Help" was this opening paragraph—"Under this classification one will find help for the puzzled woman who is looking for something to give a gentleman friend."

In this way more space was given to Christmas offers and at the same time the classification of the items helped the readers to select gifts without waste of time.

#### Manufacturer Opens Corset Shop in New York

The Warner Brothers Company has opened a "Redfern" corset shop on Fifth Avenue, New York. There is already such a shop in Chicago and another will soon be established in San Francisco. These stores, it is expected, will enable the manufacturers to ascertain the individual requirements of the average woman and make without delay the necessary modifications in its wholesale lines. Retailers are invited to consult with the shop management regarding problems connected with the distribution of corsets. With each corset sold a card will be given to the customer, on which are noted the style, size and date of purchase, together with the statement that "a duplicate of this corset can be ordered through almost any high-class store in the United States."

#### Business Men Should Study English

"The inability of American business men to express themselves in fluent English is a glaring deficiency," said Professor David Friday, of the Department of Economics of the University of Michigan, in an address before the Detroit Chamber of Commerce. "It is deplorable how often business concerns have to send for a special writer when they want a tract prepared bearing on their business, simply because of the inefficient grasp of the men in the office on the English language. Newspaper reporters should be educated in the technical details of the various departments in public life about which they write, that they may express themselves intelligently."

W. L. Biery, formerly with the Butterick Publishing Company, has taken charge of a department of small display advertisements for *Today's Magazine*.

# UP—UP—UP

1914 a Great Year for the  
Boston Globe

Gains Nearly 100,000 in  
Net Paid Daily Circulation

Makes a Substantial Increase in the  
Net Paid Circulation of the  
Sunday Globe

For over thirty years the Boston Globe has enjoyed the confidence and respect of its constituency.

During this long period Globe readers, composed of the best people in all walks of life in this territory, have recognized the Globe's efforts to produce a reliable home news paper.

Owing to their loyal support the Boston Globe's history has been one of progress.

This has been especially true during the year 1914.

On February 1, 1914, the Globe reduced its price on the Evening Edition to one cent, the Morning Edition continuing to sell for two cents.

**THE RESULT**—A gain of almost 100,000 copies per day in the net paid circulation of the Boston Daily Globe and a substantial increase in the net paid circulation of the Sunday Globe.

The Boston Globe, the best advertising medium in New England for many years, offers its advertisers during 1914

their share of the trade of almost 100,000 new Daily Globe readers and of many thousands of new Sunday Globe readers at substantially the same prices per line that have obtained during the past year.

The following figures explain themselves:

## Advertising Totals for 1914

The total advertising in the four Boston newspapers (having Daily and Sunday editions) for the year 1914 was:

Globe .....	8,362,521 Lines
(Showing a gain of 27,771 lines over 1913)	
Second Paper.....	7,485,248 Lines
Third Paper.....	5,780,460 Lines
Fourth Paper.....	4,345,875 Lines

The above totals include all of the advertising which was printed in the various papers during 1914.)

## TOTAL AUTOMOBILE ADVERTISING

Globe .....	677,663 Lines
312,048 Display—365,615 Classified	
Second Paper.....	316,057 Lines
305,982 Display—10,075 Classified	
Third Paper.....	293,845 Lines
223,925 Display—69,920 Classified	
Fourth Paper.....	176,049 Lines
168,177 Display—7,872 Classified	

## TOTAL CLASSIFIED AND WANT ADVTS

Globe .....	488,331 Advts
Second Paper.....	231,575 Advts
Globe's Lead.....	256,756 Advts

Remember, the Boston Globe offers you the best advertising medium in New England. Net paid circulation Daily over 225,000 copies. Net paid circulation Sunday over 100,000 copies per issue.

## Quantity—Quality—Results

You get all three when you use the Boston Globe.



## The Door Closes

ON

**February 1st**

and at the same time  
on opportunity for ad-  
vertisers to be real  
factors in the great  
National Celebration

## Nationally Advertised Goods Week March 22-27

The last forms of March Good House-  
keeping Magazine close on February 1st.  
This sales carnival will be country  
wide and a plus-service extraordinaire.  
You may as well profit on this modern  
merchandizing plan. March Good  
Housekeeping is the last opportunity.

## Take It

## Good Housekeeping Magazine

*Co-operates With the Retail Merchant*

NEW YORK

WASHINGTON

BOSTON

CHICAGO

# Packages That Sell the Merchandise

The Plan Behind the New Art Labels of Crofut & Knapp

By Robert A. Holmes

Sales and Advertising Manager, The Crofut & Knapp Company

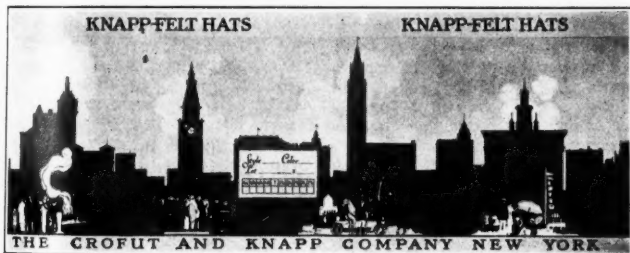
THE package stands at the point where there is no obstacle between a desire to purchase and the making of a sale. The customer is in the shop with his money in his hand, and it is right there that the manufacturer wants something that will say for his merchandise, "Take me." The logical influence at that point should be the package. It is the last link in the advertising chain which is forged to interest the man, to create a desire to possess, and, finally, to make him a customer.

Some years ago PRINTERS' INK published an article in which Earnest Elmo Calkins told about the Dobbs hat-box and how it had effected hat sales. This package is still in use and is as effective as ever. It is evidence of the permanent value of an appropriate and artistic design.

the advertising department in the effort to introduce appropriate packages was the fact that the making of the boxes is a manufacturing proposition, and the toes of the factory folks are sensitive and obtrusive. They dislike to have them stepped on. The objections arise that the new boxes will be too expensive, that a change will require the scrapping of box-making machinery and that the innovation will cause confusion in the factory.

## LITTLE EXTRA COST FOR LABELS

The only answer to all this is the inexorable logic of figures and the advertising department must be prepared. The saving of special labels, the economy of standardized boxes which will do away with the many different colors desired by as many different customers, the saving of the pa-



THE NEW BOX LABEL TO GIVE ATMOSPHERE OF METROPOLITAN STYLE

The success of the Dobbs box naturally led the advertising department of the Crofut & Knapp Company to apply this final touch to the advertising of the rest of its product, and picture-boxes are now used to enclose the different styles. Several weeks have gone by since the new packages were introduced and they have met with such a hearty reception as to leave no doubt of their success.

The obstacle which confronted

per which is furnished by the lithographer, and, finally, when the cunning of the accounting department has overcome the economy argument and presented a figure which represents the excess cost of the new boxes over those in use, the discharge of the advertising man's last gun, "Well, charge it to advertising and I will O. K. the bill." There is nothing to it after that.

In our experience we find that

in actual operation the new boxes cost little, if any, more than the plainer boxes with the trade-mark printed in two colors. It might not be inappropriate to say here that the trouble with many package designs is that they simply play up the trade-mark from the manufacturer's standpoint and give no consideration to the really important thing, the influencing of the prospective customer. The package should be an additional argument, and not simply a repetition of what is inside the merchandise.

The design of a package to be effective must be appropriate. The articles of American manufacture which have depended upon the boxing to call attention to their merits, such as soap, perfumery and the like, have, for the most part, followed the fanciful designs of French makers. I do not for the moment call to mind one that has a distinctively American atmosphere. Incidentally, if we are ever to put "Made in America" on the business map, we must not be afraid to let the public know that American-made merchandise is made in America.

#### EVOLUTION OF NEW LABELS

The painting for the C & K box was made by the art department of Calkins & Holden and the design was worked out by the agency and the writer. It took a number of preliminary sketches and many conferences to whip the thing into shape. Several drawings were made on a reduced scale and tried out on miniature boxes. Even after the finished painting was made many little touches were added.

There were two points finally adopted which were appropriate and which conveyed ideas. In the first place, it was advisable that the decoration should suggest New York and then the impression should be emphasized that the hats were appropriate for the four seasons. To carry out the first suggestion and play up New York as the place of origin a silhouette background was made representing a skyline with familiar New York landmarks

looming up. The Metropolitan Tower, the Woolworth Building, the Singer Building and the Municipal Building are the prominent objects on the four sides of the box. Behind each tower a bank of white clouds adds wonderfully to the sense of atmosphere.

The suggestion of the seasons was not so easy, but they were finally worked out in four groups. On the front of the box are a number of people in furs and heavy coats gathered on a Fifth Avenue island with the necessary concomitants of a traffic policeman and a bus. The wintry suggestion is obvious. Spring shows a scene on Riverside Drive, with the trees budding into leaf and Grant's Tomb in the background. Fall is represented by a North River pier crowded with people gathered to welcome an incoming steamship. Summer is pictured with a seashore scene with a clubhouse in the background. The entire composition is consistent in the New Yorkish atmosphere of every detail. It very successfully appeals to the sense of Metropolitan leadership which is unchallenged throughout the country.

#### A TOUCH OF ADVERTISING STRATEGY

One little detail of the summer group, though unimportant in itself, bids fair to be one of the most effective advertising features of the whole scheme. Alongside the clubhouse is a flagstaff from which floats a string of signal flags. These flags spell, in the naval code, "C & K HATS." It is not likely that one man in a thousand can decipher the message, but that man will hunt up the other nine hundred and ninety-nine to show them how cute he is by explaining the signal to them. A fair proportion of these will take pleasure in pointing it out to their friends, who, in turn, will pass it on. No man can figure how far the endless chain may carry.

The box is lithographed in six colors, the silhouette skyline being in a grayish green on a light-gray background and the groups in appropriately bright colors.



The two grades of hats, which are packed in the same style of boxes, are distinguished by the strip that runs around the rim of the cover. The four-dollar boxes have a gray strip with "Knapp-Felt Hats" lettered on it, and the three-dollar packages have an Indian-red strip, repeating the color that appears in the groups lettered "C & K Hats." By having the two hats distinguished by this means—which entirely alters the appearance of the boxes—it was possible to standardize the package for both grades.

The influence of this package has been felt in many ways in the short period during which it has been used. Complimentary

no matter how well made, if he is looking for trouble, and the first result of the package is the disarming of the critical spirit. When the dealer finds what he expects it is only natural for him to wish to share his pleasure with somebody, so off goes the letter to the factory folks. And factory folk being only human, the praise incites them to greater exertions to please that man and to deserve his good will.

If nothing more had been accomplished we should feel amply repaid for all of the trouble and the extra expense. I believe that the boxes have paid for themselves in the increased *esprit de corps* that they have been the



HOW THE NEW BOXES LOOK ON THE DEALER'S COUNTER

letters have come from customers whose previous communications have been confined to the sending of orders or checks. It is interesting to note the similarity of these missives. They almost invariably open with an expression of approval of the boxes, and, without exception, follow it with an enthusiastic commendation of the merchandise and wind up with the statement that a window is given up to the display of hats and boxes.

These letters clearly show the process of the influence of the package on the dealer. The boxes attract his attention and arouse his admiration. He is predisposed in favor of the contents and he opens the box expecting to be pleased. It is an axiom in the hat trade that a man can find something wrong with any hat,

means of inspiring in our organization. The dealer does not stop at telling the manufacturer, but he calls the attention of his customers to the clever package. He arranges them in the most conspicuous place in his shop and retrimms his windows at once to make room for C & K merchandise and C & K hats. Best of all, he and his clerks show the goods, not only because they are handiest to get at, but because he has been inspired with a new enthusiasm for them.

The influence on the consumer is similar. He cannot help but see the boxes, and whatever favorable impression the previous advertising has made on him is revived and increased. He is naturally curious to see the hats that are so packed and he also is prepared to be satisfied. In many

cases he covets one of the boxes, and that desire adds to the arguments of the salesman. When the hat is sold it is delivered in the attractive box and thus the sphere of influence of the package is widened.

#### WHAT HAPPENED IN ONE CASE

A striking instance of the combined effect on dealer and customer was the case of a prominent dealer in an important Western city. This hatter had made it a rule to have no boxes in sight, and it happened that the first shipment in new boxes came while he was out to lunch.

The clerk opened the outside cases, and, finding the attractive packages, he arranged them in neat piles on the floor. The proprietor came in just as a customer entered. Before he could reprove the clerk for breaking the rules, the customer walked up to the boxes, and, after expressing his admiration, said, "I didn't know that you sold Knapp-Felt hats."

A sale was made, and it happened that several customers came in and commented on the boxes while the proprietor stood there. The result was that he instructed his clerk to arrange the boxes around a pillar, and they are now conspicuous features of the decoration of his store—and the only packages in sight.

A more important result was that he assured one of our men who witnessed the incidents that hereafter he would use our trademarks in connection with his own, a thing he had never done with any manufacturer's marks, and that he would become the largest distributor of our merchandise on the Crofut & Knapp books.

A considerable saving in advertising expense is possible from the fact that the box papers mounted flat on cardboard make extremely attractive pictures for the window and around the store. An inexpensive frame adds to their life for this purpose, a coat of varnish taking the place of glass for protection.

Our straw hats are packed in boxes of cheaper quality than the felt hats because the sea-

son is shorter and the packages are more bulky. The decoration is printed from line-plates directly on the newspaper board of which the boxes are made. The gray color of the stock was used as the keynote of the picture, which runs around the box, representing the boardwalk at Atlantic City, with prominent hotels silhouetted against the sky. Brightly dressed groups through the promenade, with here and there a rolling-chair. A few spots of color are reflected on the water, which, with the sky, is admirably indicated by the color of the stock. Signboards at intervals announce "Straws from the C & K Shop."

Experience which we have had with the Dobbs boxes will doubtless be repeated with the new ones. It is difficult to protect a novel idea of merit from the copy-cats. The most efficient protection has been in the initial expense. Some time ago I was asked by a hatter if I would tell him who did the work on the Dobbs box. I readily agreed to give him all of the information in my possession, and went further by volunteering to help him in any way. "In the first place," I informed him, "you will have to get a first-class artist to make the painting. We found that Porcher was a good man to do that kind of work and we paid him three hundred dollars for the job." I saw his eyes begin to pop, and I proceeded. "Then it is absolutely necessary that the reproduction should be of the highest order, because, if you are going to do it at all, you've got to do it right. The lithography cost us twelve hundred dollars." I got no further. "Hold on," he broke in, "I guess I won't go into it." I did not think it necessary to explain that our first edition was a good many thousand and that the figures he thought high amounted to comparatively little for each box.

The Miller-Elmer Mfg. Company, of New Orleans, is using the newspapers to introduce "Elmer's Louisiana Maid Chocolates." The slogan "For Every Maid of Orleans" appears in each ad.

# Woman's Keenest Interest

LAST year 48,867 women wrote to the Fashion Editors of *THE LADIES' HOME JOURNAL* for help with some part of their own or the family wardrobe.

In the same period 17,812 women wrote to *THE JOURNAL* about millinery and the arrangement of the hair.

Every one of these 66,679 letters was answered personally by a *JOURNAL* editor. For example, in many cases a reader sends in a sample of material just bought for her new dress. The Home Dressmaking Editor goes out and "shops" at the department stores of New York or Philadelphia, selects just the right trimming for that dress, then writes to tell the woman where she can get it and how to put it on.

How to make over last year's hat, how to turn a skirt, how to economize here and there—thousands of questions like these are answered skilfully. And, it must be, satisfactorily, for the same women come back.

Such service continued year after year has built up a loyalty and confidence which could not have been obtained simply through the pages themselves, no matter how perfect.

This loyalty and confidence are felt and availed of by every *JOURNAL* advertiser, whatever the product.

## THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

The departments here referred to are but a few among 24 specific departments in which *THE LADIES' HOME JOURNAL* renders free personal service to its readers by correspondence.

# What Most Wise Farmers Know

It's a mighty poor advertising man that doesn't read Printers' Ink. It's a poor business man that does not keep up with the happenings in his trade.

It is only the incompetent—the improvident—the illiterate that do not appreciate the necessity of business reading.

The 10% or more in the comfortable income class are usually readers of the papers that affect their trade. Their readers number few who live one month from starvation.

And so it is with the farm papers.

Of the 5,000,000 farmers in the South, there are 681,072 farmers that take these six good Southern farm papers.

Nearly every good Southern farmer has to take one or more of these farm papers just as you have to take Printers' Ink. You could find few big farms without them.

But the farmer who farms in the old way—who does not diversify his crops—is less apt to be a subscriber.

Most of the farmers in the South who will not be materially affected by cotton, are reached by these papers.

We have been telling farmers to diversify their interests and showing them how. Not to be dependent upon one crop is what most wise farmers know who read these papers.

If you want to reach the 10% of Southern farmers least affected by the price of cotton wrap up your electros and send out your contracts now to

## The Farm Papers that Are Always Worth While

**Modern Farming**  
New Orleans, La.

**The Southern Planter**  
Richmond, Va.

**The Progressive Farmer**  
Birmingham, Memphis,  
Raleigh, Dallas

**Southern Agriculturist**  
Nashville, Tenn.

**The Southern Ruralist**  
Atlanta, Ga.

**Southern Farming**  
Atlanta, Ga.

# Swoboda's Plan to Encourage Payment of Instalments

Continuous Advertising and Intimate Personal Letters Most Effective

**A**FTER an absence of some six or seven years from the advertising columns of the magazines and other periodicals of general circulation, Swoboda, the physiological exercise specialist, has resumed his old activities and is again using large space to reach masculine readers.

One of the problems which has confronted Swoboda in both his former campaign and in this one is that of maintaining the interest of patrons throughout the period covered by the instruction course. This is important not only in order to secure results and produce a satisfied customer but also by reason of the fact that a large proportion of the customers subscribe to the course on the instalment plan of payment. The price of the course is \$20 and whereas it is first offered in two payments of \$10 each the "follow-up" makes more favorable terms. The price is not cut but announcement is made that \$5 payments will be acceptable and yet smaller instalments are arranged if necessary to get the business.

The situation, however, as regards these payments is very different from that which obtains in the case of a piano or a sewing machine or a set of books sold on the instalment system. In any of these latter instances the customer has in his home an article which he is using perhaps every day of the year and the return of which to the dealer would involve more or less trouble and expense. In the case of a correspondence course of instruction, however, in which the student pays as he goes along, it is much easier to stop the payments if interest lapses or to neglect to remit, there being no local collection systems to back up the work of the "home office."

Alois P. Swoboda has gotten around this difficulty by exerting every effort to establish intimate personal relations with each customer. Naturally the character of

his business which concerns human health and efficiency is conducive to this. Swoboda does not worry too much about individual treatment of the correspondence—that is, the initial letters of inquiry—inspired by his advertising, but let him once get a man on his books and he aims to get on an intimate friendly basis that will make for results in more ways than one. To accomplish this the exercise specialist dictates an average of five or six lengthy personal letters to each pupil during the period covered by the course, and this is followed by additional letters after the conclusion of the course—the latter being frequently productive of those testimonials which Mr. Swoboda declares are "the life of the business."

To back up the personal correspondence in inducing that interest which is expressed in prompt remittances, use is made of a sweeping guarantee. And in this Swoboda has made rather ingenious use of the Government's sanction, if such it may be called, of the advertiser who is permitted the free use of the mails. Conspicuously displayed in the advertising literature of the Swoboda system is a paragraph which reads: "You have a guarantee of the United States Government that I will carry out my proposition for if I did not I would be obtaining money from you under false pretenses; in other words, using the mails for unlawful purposes, and I would be, therefore, subject to imprisonment if I in any way violated my contract."

## PORTRAIT IN COPY HELPS PULL

It will be noted that Swoboda is making use in all of his current copy of the portraits which he employed in similar manner when he first entered the field. As a matter of fact none of these likenesses bear sufficient resemblance to the Swoboda of to-day to en-



Why are 97% of the subscribers to **AMERICAN MACHINIST** located in *Real* machine shops where actual machine shop work is done and where machine tools are used?

Why are the men in these machine shops who are actually responsible for production, cost cutting, labor saving results, the real influential buying units whether they sign the purchase check or not?

Why are the sub-getting efforts of the **AMERICAN MACHINIST** Subscription Department (Mail order and Field Salesmen) limited strictly to subscriptions from real buying units?

Why are the efforts of 45 Field Salesmen and a large mail order department constantly exerted to "Find the Buyers" in all of the machine shops new and old of North America?

Why does the **AMERICAN MACHINIST** subscription list furnish to *Machine Tool* advertisers an ever growing list of buyers—an ever widening market?

**Hill Publishing Co., The Hill Building, New York**

Also publishers of the *Engineering & Mining Journal*,  
*Engineering News*, *Power* and *Coal Age*

Ali members of the A. B. C.



quest for means to curtail dull seasons and discount the effect of business depression it is something of a surprise to discover a mail-order firm that thrives in the face of conditions adverse to other mercantile interests. Mr. Swoboda declares, however, that with him it is literally a case of "an ill wind." His diagnosis of this state of affairs is that in times of slack trade and depression a larger proportion of business men are worried and victims of ill health—hence a time when they are especially receptive and responsive to any proposition which promises to render one mentally and physically fit. This reasoning is, of course, right in line with that of the manufacturers of player-pianos, talking machines, etc., who are appealing to tired men and women in behalf of the restful, soothing influence of music.

#### HOW SWOBODA GOT HIS IDEA

Perhaps a period of disturbed business has fewer terrors for Swoboda because he launched his present business in the midst of the panic of 1893. He had been for years in the plumbing business in Omaha, Neb., and had developed for his own use the system of exercise which he now markets by mail. A local railroad official heard of Swoboda and his new-fangled idea and engaged him to give him a lesson each Sunday morning. In time the athletic plumbing man had a whole class of students who had come to him on the recommendation of the railroad official. A feature story in the magazine section of a Sunday newspaper brought him inquiries from various parts of the country and gave him the idea of a mail-order course. Then he removed to Chicago.

In a campaign story in a recent number of *PRINTERS' INK* a prominent advertiser laid stress upon the sentimental advantage possessed by an originator—the firm that is first in the field in any given line and which consequently has a start over all competitors. Swoboda claims to have profited from precisely such a condition. He asserts that competition has

always helped his business and he welcomes all the latter-day health movements and "fads"—anything, in short, which directs attention to the subject of human health—even though there be no direct connection with exercise such as the Swoboda system exploits.

This exercise specialist feels that he finds verification as to his theory regarding competition by his experience in advertising in the magazine *Physical Culture*. This periodical, being devoted specifically to the subject indicated by its title, is filled with advertisements of all manner of specialists in this field. For a time Swoboda remained out of its columns on the logic that he did not care to dignify, by his representation, the claims of some of his competitors. But he found, when he did take space in *Physical Culture*, that despite all his theories he got splendid results.

Swoboda's policy of concentration in all things is further exemplified by the fact that he has made no play for the business of women in this field, although the magazine space used by Susanna Cocroft would seem to indicate that there are great opportunities in this direction. The Swoboda system has been adapted to the needs of such women as have voluntarily enrolled, but there has been no direct effort to arouse the interest of the fair sex, and the selection of advertising mediums has shown preference for those supposed to appeal most strongly to the male of the species.

An advertiser's explanation of the failure of unsuccessful competitors is always interesting. Swoboda assigns two causes for the disappointments suffered by certain of his rivals. One cause is lack of organization. The other is an error of judgment in advertising—the exploitation of a course merely as an athletic or muscle-building proposition instead of the playing up of such a system as a means to the much-desired end of health and vigor. In other words, it is the old theory that a man is readiest to spend money for something that will enable him to make more money.

## War's Cost to Newspapers

OSWALD GARRISON VIL-LARD, president of the New York *Evening Post*, in an article on "The Press as Affected by the War," contributed to the January issue of the *Review of Reviews*, says:

"If this war lasts as long as Lord Kitchener prophesies, it ought effectually to dispose of the familiar popular fallacy that war is a good thing for the press. Newspaper men have put up with no more trying person than the friend who slaps them on the back and says, 'Well, old man, this war may be bad for some kinds of business, but it's fine for yours.' Nothing could be further from the truth. Newspapers, for some devilish reason or another, may incite to war, as did some of our 'yellows' in 1898, and the London *Times* prior to the Boer war, but they pay a pretty price for it even

when it does not bring with it a national industrial and financial depression. There is nothing that a business manager or managing editor dreads as much as war, for nothing so quickly sends up the budget. There are the special correspondents and their expenses, the costly pictures to illustrate their articles; the staff photographers, when such are permitted; the cost of extra news services and of the reports of such star syndicate writers as Richard Harding Davis.

### THE INCREASED COST OF NEWSPAPERS IN WAR TIMES

"The cable tolls go up with such rapidity that one great New York daily has sent an expert editor to London merely to take out the needless words from cable messages, and he is understood to be much more than covering his salary by the savings he makes. Thus far the Associated Press, which serves 900 American newspapers, has met the enormously

## The George L. Dyer Company 42 Broadway New York



### Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

increased cost of cabling by cutting down on its domestic news and drawing on its surplus.

"Not in the lifetime of men of fifty has so little news about the rest of the country appeared in the Eastern press as in these last few months. On one day in September two of the leading New York newspapers, which contained five and six pages of cable news from Europe, printed, one of them only three and the other four despatches from any domestic points outside of New York, excepting Washington. Not until election time came was there a substantial change in this situation. Thus, among the curious effects of the war has been a temporary news isolation of the West, South, and North from the East.

"Then there are the extra editions. They involve heavy expense, not only in composition and paper, but in actual handling. There are extra trips to be made by wagons and bundle-carriers, while the cost of expressing and mailing of bundles to suburbs and nearby cities has to be met. But, says the layman, you are selling more newspapers and so making plenty of money. Unfortunately for the newspaper publisher, this is not true, particularly for the newspapers sold at one cent. The proceeds from the sale of copies of the newspaper never meet the cost of the paper upon which they are printed unless the issue is held down to twelve pages, so that increased circulation, unless accompanied by increased advertising, is a loss. In fact, the average publisher regards a large circulation as undesirable in itself, but as a means to an end. He wants a large output so that he may influence the advertiser to pay him for announcing his goods, for, as few laymen can seem to understand, it is the advertising which supports our journals and gives them their profit.

#### MANY PUBLICATIONS MUST SUSPEND

"But, the reader may ask, if you obtain an increase in advertising with an increase in circulation, does not a war largely add to a

newspaper's advertising revenues? To this the answer is that a war checks advertising fully as effectively, if not perhaps more quickly, than a financial panic, and this applies to magazines as well as to dailies. This is particularly true of the present struggle. *T. P.'s Weekly*, the well-known London publication, declared soon after the outbreak of the war that if hostilities lasted a year a handful only of the strongest English dailies would escape bankruptcy. A superficial perusal of the *London Times* and the *Manchester Guardian* is sufficient to convince anybody that this is not a wild prophecy. The cessation of certain lines of advertising is complete; the loss as compared with conditions a year ago is staggering.

"It is reliably reported in newspaper circles that the *London Times'* advertising revenue from America alone dropped \$10,000 in a single month. Already some of the weaker British publications have begun to go down. One important church publication, laboriously built up, has had to curtail its appearance, and a reform organ, just reaching the point where it could show a satisfactory balance-sheet, has been wiped out. When one picks up a London evening newspaper like the *Westminster Gazette*, and sees the almost total dearth of advertising, it is easy to foresee plenty of journalistic wrecks along the Strand unless there are sufficient rich men found to foot the deficits for personal or political reasons.

#### THE GREAT LOSS OF ADVERTISING REVENUE

"In this country, too, the war has a grave effect upon newspaper advertising income. All financial and steamship advertising practically ceased. Publishers find a market chiefly for war books and are advertising less than usual. And so it goes. The three strongest advertising mediums in New York lost, between August 1 and December 1, 1,089, 1,488, and 2,926 columns of advertising, respectively, as contrasted with their show-

(Continued on page 65)

# *A Statement*



of continuing policy and method by The Butterick Publishing Company may be of interest to advertisers and others indirectly concerned.

It is our purpose to make increasingly clear and significant the separate and distinct origin, growth, function and field of **THE DESIGNER**, **THE WOMAN'S MAGAZINE**, and **THE DELINEATOR**—the three magazines long known among advertising men as The Butterick Trio.

We shall hereafter define the position, scope and influence of each publication separately while continuing the combination advertising rate for The Butterick Trio. We have in preparation detailed, individual statements of circulations for each of these

publications, with geographic distribution and other relevant data.

The fact that our publications are distributed over the counters of some 17,000 stores in America, handling one of our publications exclusively, will not be urged as a reason for advertising in The Butterick Trio.

Our statistical and research departments will be continued and strengthened.

The preparation of copy and other functions falling naturally within the province of the Advertising Agent will only be undertaken by us under the most exceptional and compelling circumstances.

Our impartial censorship of advertising copy will be continued in the interest of close and mutually profitable relations between our readers and advertisers.

In addition we shall insure to our readers the integrity of our advertisers—an obligation we have always discharged, but heretofore without explicit guarantee.

We shall continue to audit and guarantee the net average monthly circulation for The Butterick Trio.

The efforts of our representatives in the advertising field will be devoted chiefly to the creation of new business. To this end we anticipate the more general recognition and use of The Butterick Quarterlies in the specialized fields for which we believe their value is unique.

Supreme in "dealer-influence," we may, with good grace and some authority, continue to affirm the overwhelming influence and value of the consumers' demand in permanent sales making.

We shall continue in our endeavor so to conduct our publications as to increase the power and recognition of the Advertising Method. To this end we ask for the sincere co-operation of advertising men.

## *The Butterick Publishing Company*

BUTTERICK BUILDING · NEW YORK CITY

NEW YORK

CHICAGO

BOSTON

ATLANTA

ST. LOUIS

SAN FRANCISCO

WINNIPEG

TORONTO

LONDON

PARIS

BERLIN

The **1915** Edition  
of the

American Newspaper  
Annual and Directory  
*Is Ready for Delivery*

---

Sent anywhere in the United  
States on receipt of \$5.00  
(express charges collect) by the  
publishers.

---

N. W. Ayer & Son, Philadelphia

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# Getting the Personal Touch That Puts "Grip" Into Copy

Six Actual Experiences of How the Point of Contact Was Attained

By W. B. Swann

**T**WO years ago an agency copywriter was in a dilemma. A farm paper campaign to write—closing dates two weeks away—and nothing but dry-as-dust facts to work with.

The advertiser was a good manufacturer but a poor salesman—his catalogue was a bald array of specifications and barest details. A trip to the factory had resulted in only more uninteresting facts.

"What can I do to put out copy that will have the right swing, ring and 'bite'?" The question was asked aloud. It was overheard by the mail-order expert of the copy staff.

"Got some testimonials?" he grunted.

"Bushels of them—read all alike—your machine is all you claim for it' and that kind of stuff."

"I know," said the mail-order man, "Too much editing—wire for the originals, get the unexpurgated letters, dig through them and take it from me you'll find yourself face to face with the way to talk to the folks you are going to reach."

The letters came; most were disappointing. But here and there was a genuine nugget of helpfulness. From them, the writer caught the elusive point of contact he had been angling for—got into the proper spirit and swing. Whole sentences from some of the letters were transplanted into the copy. The campaign was a gratifying success—its "natural" naturalness created not a little comment.

ARRIVED AT BY TALK "FACE TO FACE"

A paint concern employed a writer to frame up some letters and trade paper copy. The basis of the copy was a report of a convention and sales-conference turned in by a representative of the house. Time and time again

the writer mulled over the report; to no avail were his efforts to get into the spirit of the proposition.

Finally he had a happy hunch. He got the representative on the long distance. Yes, he would wait over another day—come on.

"Tell me just what you heard and said at Philadelphia," he said to the astonished representative when they met.

"Oh, I know you turned in a good report, but I want to hear you tell me. You are a good talker but a colorless writer."

As the representative told the story, with the enthusiasm of the good salesman, sheet after sheet of note paper was filled with ideas and verbatim sentences. After the interview the writer hurried over to the hotel. He began to write a series of advertisements that fairly throbbed with naturalness and sincerity.

IMPOSSIBLE COPY THAT HAD THE "PUNCH"

Still another writer was digging for data and was seated at the general manager's desk plying him with questions.

"What are those ads there on your desk?" he asked.

"Oh, yes," the G. M. said, "I was going to turn those over to you. They were sent in by a jobber. He's running these ads on our article in a farm paper that covers his territory. Maybe you can improve them."

As far as practical advertisements were concerned, the copy was a joke, but as suggestions of how-to talk to the farmers of the South it was an education. The copy was revised and much improved, but not so much improved as the copy previously prepared by the advertising man. The crude ads of the jobber gave him a new insight of the natural, gripping way to talk to the farmer.

**Moral:** The "impossible" copy of the writer who is near to and full of his subject has often the quality which the finished article of the ad man lacks—personality and punch—it's always worth reading and studying.

#### A SALESMAN'S ENTHUSIASM

The manager of a large department of a certain manufacturer is a mighty good salesman but a poor writer. He becomes stilted the minute he writes—and his style is loose when he dictates. A circular to dealers was needed. Both writing and dictating failed to produce the kind of copy that appealed to the sales manager. A third effort at combining met with no greater success. Then the sales manager had a hunch. He called in a friend from a nearby office—stationed a stenographer behind the partition in an adjoining office—and called in Mr. Department Manager.

"Here is Mr. Jones from Brownville," he said, introducing his friend. "Tell him about our new line."

As the department manager presented his line, and punctuated his points by much enthusiastic pounding on the table—and as he overcame the objections, which the supposed-to-be-dealer raised, the stenographer took it all down.

The result was a circular that had the real stuff in it—it caught the fancy of the trade and brought back the orders.

#### INFORMATION AT YOUR ELBOW

One successful writer of advertising matter always arranges to write as much of his copy as possible with the sales manager, advertising manager or a strong salesman of the advertiser at his elbow ready to answer his questions and discuss points that arise. Together they talk over, work over, argue over and sometimes literally fight over the copy, but when it is written it reflects the policies and personality of the advertiser.

#### HOT ANGER DID THE BUSINESS

It sometimes takes a severe jolt to get pay stuff out of slow, con-

servative manufacturers of what might be termed the "old school" and here is one instance:

"My line's not different from anybody's else." "Oh, yes, we have good equipment." "Oh, sure, we pay our men well."

Vague generalities of this kind were all that had been gleaned from a two-hour session between the head of a business and two advertising men.

Almost baffled, the two men stood up to leave, when the older one, with a disgusted growl said, "Jones, if anybody should ask me about your line, I'd tell him it was rotten. You say there's nothing different. I'll tell you a few things, where it is different." He went on to berate the quality of the goods—told of how he had inside information to the effect that adulteration was practised—told him he deliberately put short weight in his packages—and so on.

In vain the bewildered manufacturer sought to interrupt him—his astonishment changed to anger—then to hot resentment. He laid a restraining hand on the shoulder of his tormentor, and fairly thundered:

"Stop—I'll let no man malign my products and my good name. There never was a better line of goods made on this green earth than mine and I'll tell you why."

Bing—bing—bing came the points of superiority of the line, a veritable broadside of the most convincing kind of argument. When the tirade of selling talk was over—the advertising man burst into a hearty laugh—"I certainly got results that time, old man," he said, "and in a day or two we'll show you the finest line of copy you've ever had"—and he did.

#### Goes From Chalmers to Hupp

F. W. Munro has resigned from the advertising department of the Chalmers Motor Car Company, of Detroit, to accept a similar position with the Hupp Motor Car Company.

#### Seaman Agency Secures South Bend Watch Co. Account

H. A. Biggs, of Frank Seaman, Inc., New York, is handling the advertising of the South Bend Watch Company.

The number of lines carried and the amount of money invested in this week's issue of Collier's make it the biggest ever published. It is the 13th Annual Automobile Number and heralds a New Year that promises to be the most profitable in the history of

## Collier's

5¢ a copy

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR

Advertising Manager

Chicago

NEW YORK

Boston

### COLLIER'S CIRCULATION ISSUE of DECEMBER 5TH

Press Run.....	836,000
Gross .....	835,740
Net .....	823,318
Net Paid.....	813,139

Member A. B. C. and Quoin Club

### WHY WE SHOULD BUY GOODS MADE IN U. S. A.

A Letter to the Editor

is the heading of the sixteenth page in Collier's "Made in U. S. A." campaign.

"Bones," by Edgar Wallace, the first of a series of jungle tales. Both in Collier's for January 16th.

# Wanted Assistant to the President

of

a Prosperous Corporation

**Must have *broad merchandising and thorough advertising experience.***

An executive able to manage and carry out President's plans and ideas. Must be young man, enthusiastic, diplomatic, progressive and inspire confidence.

Must have an *absolutely* clean record as to business conduct.

This is a big man's position. It holds a brilliant future for the right man.

Company headquarters in New York.

Give age, experience, reference and salary at present position.

Send photo if convenient. All replies will be treated in strict confidence, only opened by President personally.

Address: "President Corporation"

Care PRINTERS' INK

12 West 31st St., New York

## How Koh-i-noor Dress Snaps Held Their Market on Faith

Shipments of Merchandise From Abroad Upset for Three Months by European War, but Waldes & Co. Kept on Advertising to Public and Fought Off Their Competition

LAST August, after the European war broke out, Waldes & Co., of New York, American representatives of the Prague manufacturers of Koh-i-noor dress fasteners, found themselves caught with a limited supply of merchandise: all shipments were cut off for an indefinite period. Their dealers were stocked, but the goods were moving freely and it was only the question of a few weeks before an acute situation should develop. This would have been particularly unfortunate, because the business in this country is young. As Mr. Waldes related in his article in **PRINTERS' INK** last year, it had been merchandized and advertised into an uncommonly speedy success. The factory is abroad and the supply subject to interruption in an emergency.

That was the situation last August. What should they do? The advertising was still running in a selected list of women's magazines, dress-makers' and fashion publications and trade papers. They really could not get out of running the consumer advertising unless they wished to desert the dealer and encourage the dealer to desert them. It would be the natural thing to cut off the dress-makers' and trade pa-

pers and reduce the immediate demand until they could see how things were going to turn. There was no knowing how long they would be held up. It might be six weeks and it might be six months. As a matter of fact it was three months before they got a shipment, and they are not getting anything like what they want now.

### COMPETITORS PUT ON STEAM

While they were debating what to do they were sensing out the trade through their fourteen salesmen scattered all over the country. The reports showed a sudden activity on the part of competitors. The news that Koh-i-noor was hung up got about with astonishing rapidity. It was not long before it developed into a rumor that the company was going to retire from business here. Competitive advertising

## An Open Letter to the Notion Trade

Read this letter through. It is an important report of the Koh-i-noor Situation since the War began

PHILADELPHIA GREENWICH PARK WILLOW LONDON CHICAGO MONTREAL

### WALDES & CO.

The World's Largest Snap Fastener Manufacturers

137 FIFTH AVE., NEW YORK

KOH-I-NOOR SNAP FASTENERS  
JACOB SNAP FASTENERS  
REVEL SNAP FASTENERS  
OLIVE & PUNCH FASTENERS



CABLE ADDRESS  
"WALDES"  
CODE A.B. FIFTH EDITION  
"TELEPHONE"  
BRANDENBURG 888 AND 887

**B**ECAUSE of the war situation in Europe we are placed in the embarrassing position of being unable to secure goods, and as a consequence, are obliged to take all Snap Fastener orders on the condition that we fill them whenever we are in a position to make shipments, without giving any promise as to a definite time or date.

You can readily appreciate that the resumption of importing is dependent upon the trend of affairs in Europe, but we are optimistic in the belief that within a short time the majority of our own powers will have been restored, and we can then count on certain merchant vessels resuming trade between this country and Europe.

Our factories are NOT CLOSED and substantial shipments are awaiting shipment at the foreign port, and we do not therefore anticipate any long continued shortage.

We have had no desire nor intention to take advantage of conditions in exacting a higher price from customers on KOH-I-NOOR which we have in stock, and have sold out our entire supply without any advance in price.

For all additional KOH-I-NOOR orders placed, we are, however, obliged to advance the price owing to the fact that we must anticipate increased expenses when shipments are resumed.

An increase in the cost of raw materials must be provided for.

Transportation facilities are certain to be limited, and the facilities for transportation rates must also be considered, until conditions in Europe are once more normal. We are also obliged to take into consideration the complete scarcity of labor in Europe, on account of the war, and the accelerated higher wages which will no doubt prevail.

There is also the matter of higher insurance and other incidental costs.

This change in price should really be welcomed by the trade, as it shows the retailer in a position to sell the item at 10% at a reasonable profit without being subjected quite as frequently to the practice of that portion of the trade which for certain reasons of its own has offered KOH-I-NOOR at such prices as to deprive itself of all profit. Therefore any change in price which will result in increasing the possibilities for marketing KOH-I-NOOR at a profit should be enthusiastically accepted.

Needless to add, if we find later on that conditions improve to the extent of our being able to reduce prices, our customers will receive every benefit of all such favorable developments, applying such advantages to unsold orders placed at today's current prices.

The present increase in price is not a provision on demand over supply, but solely a means of protection against the uncertainty of cost of manufacture and transportation which seems imminent.

We strongly urge all our customers to place with us substantial orders for delivery as soon as possible, and to observe these orders at the earliest date, since the immediate shipment of shipments will mean the delivery of orders arriving in the date of their receipt.

KOH-I-NOOR will not only survive the present situation, but will be a BIGGER firm and a BIGGER business producer than ever, after the European conflict is over, and we hope you will place your orders immediately so that a resumption of deliveries may not find you unprovided for.

Very truly yours,  
WALDES & COMPANY

Everybody's  
Notion



"Good-bye, old  
Hook & Eye!"

MEETING THE TRADE GOSSIP WITH A PAGE BROADSIDE IN  
TRADE PRESS

began to appear in the trade papers dwelling on the desirability of handling fasteners for which there would be a permanent demand and supply.

Under these circumstances the house made up its mind quickly to take an affirmative stand. Its first move was to issue an open letter to the notion trade, through its trade-paper list, announcing that its factories were not closed and that substantial shipments were awaiting steamers at the foreign

trade papers were able to carry the announcement of the break-up of the embargo. The company did not chortle over the failure of predictions as to their discomfiture, but came out with a brief breezy statement headed "Here! And the salesmen are already on their way to see you."

#### SCOUTING WITH SALESMEN IN THE OFF-SEASON

Getting out the salesmen in November and December was un-



WINDOW DISPLAY THAT ANNOUNCED RESUMPTION OF MERCHANDISE SHIPMENTS

port; and furthermore, that on account of increased expenses prices would have to be advanced, though they would be reduced as soon as European conditions became normal. They stated that they expected that the trade would really welcome advanced prices inasmuch as it would take away the inducement to cut, which some dealers found in the larger margin of profit.

The advertising schedule was not cut. The list of mediums continued as before, but it was not until after three months that the

heard of in the trade. There were few orders to be taken. But the company did not know just how serious the situation might be, and it wanted to get at all the little nooks and crannies of the country and see if any real damage had been done by the delay in filling orders and the gossip about it. It was well it did. The salesmen found many tradesmen had given them up. But the energy shown by the house in looking after its business made a splendid impression all along the line and the company feels itself


**THE EYMON CONTINUOUS CROSSING COMPANY**

 410 WEST CHERRY STREET  
 MARION, OHIO

 Agents for  
 the Railway Age

Dec. 7th., 1914.

 Railway Age Gazette,  
 New York City.

Gentlemen:-

For your information beg to state that we have received an inquiry asking for further particulars of our crossing from Chief Engineer Mr. Frank Reeves of the Buenos Ayres & Pacific Ry. Company.

We credit the Railway Age Gazette as do many others almost daily.

Very truly yours,

Gen'l. Mgr.

H/MW.

## This Manufacturer Was After Better Business

The Eymon Continuous Crossing is an innovation. Its use, however, means an immediate as well as ultimate economy to railroads. The manufacturer decided to let the railroads know about it; he wanted a wider market, so he used the

### Railway Age Gazette (weekly) The Signal Engineer (monthly)

The illustrated letter from the General Manager of The Eymon Continuous Crossing Company is conclusive evidence that they are on the high road to success; proof that operating officials, executives and heads of mechanical and engineering departments read the advertising pages of the Simmons-Boardman Publications.

### Simmons - Boardman Publishing Co.

NEW YORK

CHICAGO

CLEVELAND

Members of the Audit Bureau of Circulations



## **"How Can I Make Sure That My Window Display Material Will Be Properly Used?"**

Investigations show that much window display material sent to the dealer is wasted.

This is particularly true in the larger cities and adjacent points. It is also true of material that requires time, or some ability to install.

You can eliminate this enormous waste, and secure maximum results from your window display, by placing it in the hands of THE INTERNATIONAL DEALER SERVICE BUREAU.

The Bureau, National in scope, is prepared to secure the use of dealers' windows,—to create and actually install displays in these windows,—and to furnish practical plans and suggestions for increasing the sale of advertised products by means of thousands of displays, shown simultaneously in all parts of the country.

The economy of repeated use of material, and the saving on material that would otherwise be wasted, will offset, in large part, the cost of the service.

You get full value for every dollar expended, and know exactly how and where your material is used.

Write for details showing how the service *can* be applied to advantage to your particular requirements.

A new book,

**"SCIENTIFIC WINDOW DISPLAY,"**

gives valuable information on the subject. Sent free to National Advertisers on request.

**The International Dealer Service Bureau**  
1276 West Third Street  
Cleveland, Ohio

very well repaid for the trouble and expense of investigation.

The company also made its announcement in another striking way. It built up a miniature warship, several feet long, out of the cards of Koh-i-noor fasteners and placed it in its show window on lower Fifth Avenue, against a marine back drop, with the announcement on one side that "Our ship has come in; prompt deliveries on all sizes," and on the other the trade-paper page announcement. This created much interest among garment makers in the section. The company had photographs taken and sent out to their salesmen and others as a window-trimming suggestion. A letter also went out to the trade on the same subject.

Two other trade suggestions have also come in very pat at this crucial time. One of them is a book of gummed paper labels for ready-to-wear departments of retail stores, each label about 1 3/4 by 2 3/4 inches and reading: "Attention. On all garments ordered by us, wherever clasps, hooks and eyes, or fly with buttons are used, we request you to use Koh-i-noor Dress Fasteners. Same can be secured from Waldes & Co., New York." The company sent out letters to retailers asking them to paste these labels on all orders to manufacturers of ready-to-wear, and to send for the books of labels. It inclosed a list of 200 leading retail stores that were using the label.

An indication of what rivals had planned for Koh-i-noor is given in a recent experience. A salesman applied for work with the Waldes organization. He said he had been employed by a com-

petitor, but that the latter had closed down. Waldes & Co. immediately had one of the mercantile agencies make an investigation. They found that the rival house had indeed closed down, though it had no intention of going out of business. In August, just as soon as the Koh-i-noor merchandise shipments were held up, it had crowded on steam and

**GOOD-BYE, OLD HOOK AND EYE!**



**HERE!** *(and the salesman  
are already on the  
way to see you.)*



**SUBSTANTIAL** quantities—**S**all sizes—both finishes. Continuous service is again assured and the Koh-i-noor demand—the most remarkable in notion history—will be met promptly. The salesmen are on the way!

WALDES & CO., Makers, 137 Fifth Avenue, New York City  
The World's Largest Soap Factory Manufacturers  
Chicago—Madison 3334      Montreal—Grand 3334

*THE NOTION OF EVERY NATION*

TRADE PRESS ANNOUNCEMENT TAKES RESUMPTION OF BUSINESS AS MATTER OF COURSE

begun to run its factory 24 hours a day in three shifts and had continued it, in expectation of capturing the market, until it found the shipping situation relieved. If the Koh-i-noor people had not kept up their advertising and trade announcements, they would probably have lost the market, perhaps permanently.

The latest trade paper ad contains a list of the mediums for 1915, with 30,000,000 readers, as follows:

*Ladies' Home Journal, Woman's*

*Home Companion, Woman's World, American Sunday Magazine, Ladies' World, McCall's, Pictorial Review, Today's, National Sunday, Cosmopolitan, Hearst's, Vanity Fair, Harper's Bazar, Vogue, Good Housekeeping, Housewife, Holland's, Elite Styles, Le Bon Ton, Le Costume Royal, Mother's Magazine, Globe Fashion Book, Sunday Telegraph, People's Home Journal, Theatre Magazine, Dry Goods Economist, Dry Goods, Dry Goodsman, Dry Goods Reporter, Notions & Fancy Goods, Nugen's Bulletin, Pacific Coast Merchant, Twin City Commercial Bulletin, Merchant's Journal & Commerce, Merchant's & Manufacturers Journal, Merchants Trade Journal, Leader in Styles, American Cloak & Suit Review, Boot & Shoe Recorder, Retail Clerk's International Advocate, Women's Wear.*

The company has now increased its advertising appropriation of 1915 and will press forward more strongly than before. American business is only a small percentage of the Waldes world business, but it is bound to be progressively more important.

### Re-enters General Agency Field

Charles Nobbe has resigned from his position on the staff of Cone, Lorenzen & Woodman, publishers' representatives in New York, and joined forces with Ewing & Miles, Inc., advertising agents. For the past year Mr. Nobbe has been in charge of the Cone, Lorenzen & Woodman weekly and agricultural papers, as well as devoting part of his time to the dailies. Formerly he was with the Charles H. Fuller Company in the capacity of space buyer.

### War Benefits Established Brands

The Procter & Gamble Company announces that its business has shown an increase of about ten per cent since the war began over the corresponding months of last year. This is believed to be due to the fact that in times of depressed business or strained financial conditions the trade generally is inclined to confine purchases to established brands.

### Quoin Club Inaugurates Checking Service

The Quoin Club—The National Periodical Association—200 Fifth Avenue, New York, has inaugurated a service for the checking of advertisements in national periodicals. Sixty publications will be checked, divided into five groups—weeklies, standards, flats, women's and miscellaneous publications.

Paul Hale Bruske, publicity manager of the Studebaker Corporation of Detroit, has resigned to take the management of the Maxwell racing team with the title of contest manager.

### Only Associations Can Do the Advertising Effectively

Efforts of lumbermen to maintain the position of wood as a building material and in other lines, which have been evidenced by an unusual amount of advertising during the past few years, are to be supported by a new organization, to be known as the Forest Products Federation. The object of the organization is to educate the public in the proper use of lumber and other forest products.

The Federation was formed in Chicago recently, under the auspices of the National Lumber Manufacturers' Association, of which John E. Rhodes is secretary. The association has been endeavoring for some time to launch a general advertising campaign, and will turn this project over to the new organization, which plans work of this kind on a large basis. A meeting for the further development of the plan will be held in Chicago February 24 and 25.

In discussing the advertising and merchandising situation with reference to lumber, Mr. Rhodes said:

"In most of the advertising of lumber which has so far been done an effort has been made to educate the consumer not only to the merits of particular species, but to the desirability of using lumber. To this extent these campaigns have been of direct advantage to the dealer, although they have been addressed to the consumer.

"There is a grave doubt that the lumber manufacturers of the country will ever be able to bring about that degree of co-operation which is necessary to successful advertising of lumber as a primary commodity. For a long time at least it will remain for the associations of manufacturers, representing particular species, to emphasize the merits of their own wood without deprecating the products of each other."

Work to convince the public that wood is not as dangerous from a fire standpoint as has been asserted by advocates of substitutes is one of the first things to be undertaken, it is stated.

### Sale of "Safety Engineering"

*Safety Engineering*, devoted to accident prevention, sanitation, occupational diseases, public safety, etc., has been sold by The Insurance Press to The Safety Press. Officers of the company are Franklin Webster, president; Carl M. Hansen and A. C. Carruthers, vice-presidents; M. L. Dewsnap, treasurer, and W. C. Cricks, secretary.

### In Charge of Pennsylvania Railroad's Publicity

J. W. Lee, Jr., formerly publicity agent, is now in charge of the publicity department of the Pennsylvania Railroad. He succeeds Ivy Lee, executive assistant, who resigned January 1.

Albert B. Kelley, formerly connected with Geo. W. Edwards & Co., Philadelphia, is now associated with the advertising agency of Herbert M. Morris, also of Philadelphia.



## Were You Raised in a Small Town?

It is said that 75% of the advertising fraternity came from small towns. If you are one of that fortunate class, or if you are thoroughly familiar with any small town, we want to propose this:

Let us give you a list of our subscribers in any place you designate, just to show you how many names you recognize of good, honest, well-to-do neighbors. Today's seems to attract to itself a certain sort of folk—the "plain people" that Lincoln loved.

We would like very much to send you such a "Hometown" list. Reading it, you will be reminded of a myriad of half-forgotten boyish escapades and funny happenings.

It is no trouble to furnish it. We simply set the addressing machine to your town, run off the names and send them to you. Memory does the rest!

# Today's Magazine for Women

Circulation 800000 Mostly in Small Communities

461 Fourth Avenue, New York

# The Economist Went Ahead in 1914

We closed the year with a gain of 194 pages in a year in which most advertising records went skidding down hill.

Just a definite appreciation of the position occupied by America's leading business paper—its influence with buyers and its power to promote sales in the dry goods and department store field.

1915 starts right off to beat the 1914 record—contracts already signed indicate an absence of pessimism as far as this publication is concerned.

## Dry Goods Economist

231 West 39th St., New York

Boston, 201 Devonshire St. Cleveland, 516 Swetland Bldg.  
Philadelphia, 929 Chestnut St. Cincinnati, 1417 First Nat. Bank Bldg.  
Chicago, 215 So. Market St. San Francisco, 423 Sacramento St.  
St. Louis, 1627 Washington Ave. Manchester, Eng., 10 Piccadilly.

Member of Audit Bureau of Circulations.

## A Sales Manager's Strong Letter to His Men

Finding December Business Falling Below the 1913 Mark, He Sets Out to Give His Salesmen Fighting Spirit—No Failure Condoned—Where to Look for "Quick" Orders.

THE sales manager of a concern selling a specialty to retailers returned to his head office in New York to find the business for the first half of December lagging. He is a sales manager who does not believe in letting up just because times are somewhat abnormal. The harder the going, the more he fights. Something of this spirit he imparted to his men in a letter written December 19. The letter is of value not only as showing an indomitable spirit, but as a good example of market analysis. It follows:

"Upon my return from a trip to the Western States I find many requests for Christmas vacations.

"So there will be no misunderstanding and no discrimination, I want to say that there will be no vacations for any of us unless we have produced our average business for the month of December.

"While our business is good, it is not good enough, and we must every one of us work as vigorously as possible up to the last day of this month in order to make this December as good as December a year ago.

"I am expecting every one of our good representatives to put in his besticks between now and the first of January.

"Those of you who are able to secure your average month's business up to Christmas will be entitled to a Christmas holiday, but those who do not will not be entitled to it, and I don't want you to ask for it.

"If you cannot get business this month, it is going to be hard to get it next month, because this is the month when the average business man is more generous than ever.

"There is lots to be said in regard to the business situation, but

one fact remains—that the live ones can get business from the live ones if they go after it vigorously.

"The business that was done by this organization in November was splendid and is a tremendous compliment to the energy and salesmanship and the intelligence of our industrious workers. November was one of the biggest months that we have ever had and surpassed November a year ago by a large per cent.

"What can be done in November can be duplicated in December, and I am expecting a big month, and our best workers are going to be very sure that I am not disappointed.

### KEEN ANALYSIS OF BUSINESS SITUATION

"Since my return I have analyzed the business situation as follows:

"The business men of this country are divided into three classes—about 20 per cent who are thoroughly alive to the situation, who are aggressively going after business as hard as they possibly can, who are bringing to their assistance all of the ingenuity and industry and intelligence that they possess and can buy. These men are getting the business, and they are making gains and keeping their heads well above water and progressing splendidly.

"Then comes 30 per cent of the mediocre business men who are working with indifferent effort—without ability to realize that they alone are responsible for this business condition. They are hoping that business will be better. As a matter of fact, the greatest asset they possess is their hope. Many of these men are curtailing. They are spending no money. They are sitting idly by waiting for a tidal wave of prosperity to help them to a prosperous condition.

"Then there is the other 50 per cent who have no right to be in business—never did have any right—are living on the capital of their creditors—are almost ready to throw up the sponge, and ought to be put out of business, because



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# A BRIGHT 1915

is predicated by the  
1914 showing of the  
**Engineering Record**

Consistently maintained circulation growth  
82% of all subscriptions received by mail.  
72% of all subscriptions renewed. An advertising gain over 1913. Over 1,000 more pages of paid advertising in 1914 than any other paper in its field.

All signs prove that

**Engineering Record is the Leading Paper  
for civil engineers, contractors, water-  
works, highway, and municipal engineers**

**McGraw Publishing Co., Inc., 239 W. 39th St., New York**

Electric Railway Journal      Electric World      Engineering Record  
Metallurgical and Chemical Engineering

*Members Audit Bureau Circulations*

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# Who Are The Spenders And How

Those two questions, always of vital interest to advertisers and especially so under present abnormal business conditions, we can answer positively—and it is no guess.

**WE HAVE RECEIVED**  
for COMFORT subscriptions  
August than during any com  
**17% more in November,**

As our readers are spending more money with us for subscriptions than ever before, it must be that they are prosperous and therefore good prospects for our advertisers.

Furthermore, we have made no special effort to boost circulation other than by our continual endeavor to make COMFORT more interesting and instructive month by month.

# How to Reach Them?

We employ no circulation agency or clubbing methods, nor do we offer any premium as an inducement to subscribe.

This spontaneous increase in new, and prompt

## AND MORE MONEY

renewals since the first of  
 ing period in previous years.  
 than in November, 1913.

renewal of expiring subscriptions, also indicate an interest on the part of our readers that enhances the advertising value of

**COMFORT**

W. H. GANNETT, Pub., Inc.  
 Augusta, Maine.

**PRINTERS' INK**  
*Special Annual Number*  
**January 21, 1915**

**First forms close  
January 15th—final  
closing on the 18th.**

**Reservation for  
space—and copy—  
should be sent early.**

Rates: Double Page	\$120
Page - - -	60
Half Page -	30
Quarter Page	15

**Printers' Ink Publishing Co.**  
12 West 31st Street      New York

# Impose War Tax According to Advertising Claims

Government Officials Scrutinize the Copy for Soaps, Etc., to Determine Application of Rules

## *Special Washington Correspondence*

ADVERTISING claims constitute, in the eyes of the officials of the United States Treasury Department, a determining factor in arriving at decisions as to whether or not given articles of manufacture are taxable under the so-called Schedule B of the new emergency revenue law, or "war tax" which imposes a stamp tax upon perfumery, cosmetics, etc. Recent decisions by the law experts of the Bureau of Internal Revenue, in effect, read into the new tax law certain classes of nationally advertised articles which are not specifically mentioned in the bill as passed by Congress and which are now made subject to a graduated tax (graduated as to the retail selling price of the articles) solely because the advertising claims made in behalf of these articles attribute to them properties that are construed to bring them within the pale of the law.

Soap constitutes the most conspicuous example that can be cited to date. Soap is not mentioned in the tax law as passed, the first section of Schedule B merely enumerating as taxable articles under the classification perfumery and cosmetics, the following: "Essence, extract, toilet water, cosmetic, vaseline, petrolatum, hair oil, pomade, hair dressing, hair restorative, hair dye, tooth paste, tooth wash, dentifrice," etc., etc. However, the law goes on to encompass within the scope of this section "any similar substance or article, by whatsoever name the same heretofore have been, now are, or may hereafter be called, known or distinguished, used or applied as perfumes or as cosmetics."

## COPY MAY BE BOOMERANG

Under the authority thus conferred the Federal officials have ruled that certain classes of goods,

of which soap is an illustration, may be taxed if manufacturers in their advertising attribute to their products properties which approximate those of any of the above-named articles.

The particular ruling just made at the Treasury Department upon request of a manufacturer, which has significance in this connection, is as follows: "It is held that your Woodbury's Facial Soap and Benzoin and Almond Lotion Soap are justly taxable under said act. It may be stated for your information that such soaps as Packer's Tar, Resinol, Palmer's Skin Success, Cuticura, Palmolive, Pears' Glycerine, Nyal's Face Cream Soap, and other high-grade soaps in the same class for which claims are made as cosmetics, skin and hair improvers, and beautifiers, may be regarded as good examples of soaps taxable under the statute. Where claims are made by manufacturers of ordinary toilet and laundry soaps as to the cosmetic and beautifying effects of their soaps on the skin, hair, etc., the tax must be paid or the labels and advertising so modified as to justify placing them in the category with ordinary toilet or laundry soaps. Such medicated soaps as ichthyol, carbolic, iodoform, sulphur, etc., are exempt, provided the medication is actual and bona fide, and no claims are made for same as cosmetics and beautifiers of the skin or hair or both. Ordinary laundry soaps, simple soap shampoos, liquid and solid, and tincture of green soap are exempt, provided, as above stated, no claims are made for same as cosmetics or beautifiers of the skin and hair."

In another ruling on this same subject the arbiters at the Treasury Department say: "Soaps are ordinarily either laundry or toilet articles. They may, however, and do, become cosmetic articles.

whenever the manufacturer or vendor holds them out and recommends them to the public for the softening and beautifying effects produced by their use upon the hair, mouth, skin or complexion. In other words, whenever the manufacturer or vendor takes them out of the category of laundry or toilet articles and places them in the category of cosmetic articles, he must stamp them according to the provisions of Schedule B."

The advertising of perfumes and cosmetics is touched upon in a Regulation as follows: "Articles under the head of perfumes and cosmetics are taxable under the statute, regardless of the style or manner in which they are put up and sold. It is immaterial how they are labeled, recommended, or advertised, or whether they are labeled at all, so long as they are known to come within the provisions of the law."

#### PRIVATE BRANDS TAXED

Private brand articles must bear tax stamps but these must be affixed by the dealer or distributor under whose brand they are sold and not by the producer. This is provided for under instructions issued to tax collectors from the Treasury Department, and one paragraph of which "particularly applies to articles manufactured for dealers, to be bottled, packed and labeled by them, and sold under their own names, when it becomes the duty of the dealers who pack and sell the goods under their own names and not the manufacturers, to affix the tax stamps due."

Free sampling is not taxed by the new Emergency Revenue law as it is interpreted at the Treasury. On this subject the position of W. H. Osborn, Commissioner of Internal Revenue, is as follows: "Samples of perfumery and cosmetics, taxable under Schedule B, may be removed from the place of manufacture for free distribution, without stamps or payment of tax. Every sample so removed, however, must have legibly printed thereon the following notice: 'This is a free sample re-

moved from the factory for gratuitous distribution. Any person selling or exposing for sale this sample, unstamped, at any time, will be liable to all the pains and penalties of the law denounced against persons selling, or exposing for sale, unstamped articles taxable under Schedule B.' But where, owing to the minute size of the sample, the above prescribed cautionary notice cannot be legibly and neatly printed and affixed thereto, the following may be substituted: 'Free sample. Penalty for sale, \$500.' Where several small free samples are packed together in a box, the whole being given as an entirety, it will be sufficient if the free sample label is placed upon the box."

Inasmuch as the amount of tax imposed upon articles is dependent in amount upon the retail or advertised price of the respective articles questions have arisen as to just what is to be construed as the "retail price," and the Treasury officials have decreed as follows: "Dealers, in stamping articles on hand, when sold at retail, must adhere to the normal retail price and stamp the article accordingly, and not according to some 'cut price.' Where a price is printed or stamped on the article or container, that will be considered as the normal retail price." Referring to the circumstances under which the manufacturer pays the tax the Treasury mandate declares: "Retail price or value is a price such as a single package or other small quantity would be normally sold at to consumers at the place of manufacture or importation. If the manufacturer pays the tax upon the retail price in good faith according to this rule, he need apprehend no complaint if at different times and in different places the article is retailed for a greater or less sum than denoted by the stamp affixed thereto."

Talcum powders, alike to certain classes of soap have been read into the war tax list, though not specifically mentioned in the act. The Internal Revenue Commissioner replying to a recent let-

ter from a manufacturer of talcum powder wrote: "You are informed that it is held that talcum powders of all kinds, although not specifically named in Schedule B of the act of Congress, are clearly such similar substances or articles to those enumerated therein as to be subject to the tax. Witch-hazel, bay rum, white vaseline, perfumed vaseline, and so-called blue-label vaseline are subject to the tax."

#### THE STAMP TAX AND PRICE MAINTENANCE

Questions concerning the ability of manufacturers to maintain the advertised retail prices of their products have been raised in connection with the collection of the new internal revenue tax on chewing gum. Apropos this subject the U. S. Commissioner of Internal Revenue has lately written to a prominent manufacturer of chewing gum as follows:

"You state that you manufacture your product in several forms and generally sell in bulk in all manner of quantities and at prices which vary considerably, such prices being based largely on the quantity sold, and that your goods are retailed over the counter and by means of slot machines. Chewing gum may be sold at retail in small packages either over the counter or by means of a slot machine, without the same being stamped, provided it is sold from the original stamped packages. The law requires the manufacturer to stamp his product on a basis of its actual retail value. You state you cannot control this price. Nevertheless, it is believed that no one is so competent as the manufacturer to determine the retail price or value of his products, and he will be held strictly responsible for due compliance with the statute. The retail price or value is a price such as a single package or other small quantity would be sold at to consumers at the place of manufacture."

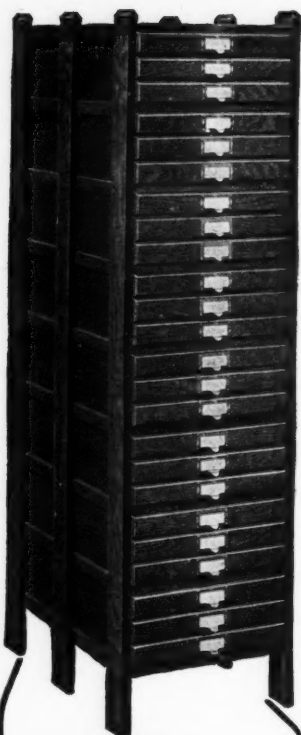
In the case of chewing gum, as with perfumery, cosmetics, etc., a number of questions have been asked of the Treasury officials as to the effect of the law upon free

sampling. The regulation that has been promulgated with respect to chewing gum samples will be observed to be in contrast to regulations governing sampling in other lines. The former is as follows: "Samples (of chewing gum) for salesmen, or for mailing, or for free distribution, shall be taken only from packages which have been duly stamped."

#### STAMPING OF DISPLAY CONTAINERS

A modification of the Emergency Tax Regulations has lately been made with respect to the stamping of display containers in which small articles are customarily displayed for sale and retained in the container until disposed of. The Internal Revenue Commissioner's announcement on this subject is as follows: "The provision of the regulations authorizing the stamping of display cards to which small articles are affixed in lieu of stamping each separate article is extended to cover other display containers in which small articles are customarily disposed for sale and retained in the container until disposed of. Several different lines of samples have been exhibited to this office to which it is impracticable, because of the minute size, construction or material, to affix even the smaller caution label provided in the regulations of free samples. In such cases the full caution notice provided in the regulations should be prominently affixed to the box in which such samples are packed and from which they are distributed."

Collectors of internal revenue are to regard tooth washes and mouth washes as in the same category according to special instructions recently issued from headquarters at Washington. The advice given is as follows: "Tooth washes are specifically taxed by the act in question and mouth washes are held by the regulations to be included as taxable. This includes such antiseptic and anti-acid preparations as are commonly sold by the retailer under labels as tooth and mouth washes, dentifrices, prophylaxes, etc. The following are regarded as good



**Weiss**

## Electro Cabinet

24 DRAWERS—

5886 Sq. In. Electro Space—

Handsomely finished  
Solid Oak Cabinet,  
ply Veneer drawer  
bottoms, which  
neither sag nor split under weight  
of contents.

Freight paid in Eastern and Central States.

Exceptional value in point of capacity, construction, appearance. Aligns with letter and other files for almost every purpose.

Catalog "F" and Electro Leaflet on request.

**The Weiss Manufacturing Co.**

59 Union St., Monroe, Mich.

New York Office,  
75 John St.

The Kuechel Furniture Co.,  
Ltd., Hamover, Ont.  
Canadian Makers

**\$30**

examples: Listerine, Vernas, Prophytol, Glycothymoline, Wampole's Formolid, Wampole's Formolid Magnesia, Borolyptal, Pyroclanta, Thycalol, Odol, A. D. S. Antiseptic, Borine, Zongiva, Camphenal, Pasturine, Euthymol, Phenol Sodique, etc.

### "DOUBLE-USE" PRODUCTS

It is recognized that some of these preparations have double uses and are commonly used by physicians, dentists and others for other purposes than washing the teeth and mouth. In such cases only those portions put up under appropriate labels and sold as tooth and mouth washes are held to be taxable. Those portions which are sold under appropriate labels for strictly medicinal uses, other than tooth or mouth washes, are not held to be taxable under said act."

By recent orders the application of the new stamp tax to hair oils, pomades, etc., is made particularly sweeping. Collectors are being advised from Washington that they must construe this class of goods to include "tonics, stains, bleaches, improvers, beautifiers, depilatories, brilliantines for hair and beard under whatever name sold or known, whether liquids or solids, and regardless of shape. Under this head are included soaps which are advertised and sold as hair restorers, improvers or beautifiers. It may be that some such preparations have been held exempt by this office on incomplete information supplied, and if such be a fact, the attention of this office should be called thereto. Simple soap shampoos, for which no claims are made as beautifiers, restorers, improvers, dressings, etc., are held to be exempt. Changing of labels and literature will not be permitted to exempt such justly taxable manufactures. Ordinary shaving soaps, powders, pastes and creams are exempt unless cosmetic virtues are claimed for them."

Horace Cleveland has left the Cheltenham Advertising Service to acquire an interest in *Arts and Decoration*, of which magazine he becomes treasurer and business manager.



## Del Monte's "Assorted Cases"

The California Fruit Cannery Association, San Francisco, recently conducted a successful campaign on "Del Monte" canned fruits in Kansas City. The new idea back of the campaign was to introduce the Del Monte fruits through a plan of advertising an "Assorted Case" of twelve cans. This plan overcame the antagonism of the jobbers who objected to introducing Del Monte goods as against their own private brands. It was believed that no jobber would go to the trouble of putting

**You get 12 cans  
you pay for 11**

Ask your grocer to send  
you an *assorted case* of  
California's most famous  
brand of canned fruits—  
Del Monte. It contains:

### 12 Large Cans

- 2 cans Del Monte yellow cling peaches
- 2 cans Del Monte sliced yellow cling peaches
- 2 cans Del Monte free-stone peaches
- 2 cans Del Monte Bartlett pears
- 2 cans Del Monte apricots
- 2 cans Del Monte green grapes
- 2 cans Del Monte egg plums
- 2 cans Del Monte Hawaiian pineapple.



The  
**Del Monte**  
Assorted Case  
California's  
famous canned fruits

The Del Monte assortment is an appealing variety of appealing fruits—packed where and when they ripen the day they're picked, preserved by heat alone with all their natural distinctive flavor retained—famed round the world for high quality.

In Harvey W. Wiley has given Del Monte  
canned fruits a new rating, and nothing can be  
warmer than "Best of Health" has been given to  
this group. The U. S. Army and Navy War-  
rants are (Del Monte) canned fruits.

When you buy an *assorted case* of Del Monte  
canned fruits you receive the high *most of things*  
and one can of *Del Monte* the *Del Monte*  
juice-taste, health-giving fruit.

**The Del Monte Case—12 cans for the price of 11**

CALIFORNIA FRUIT CANNERS ASSOCIATION

League Council of Fruit and Vegetables in the World

San Francisco, Cal. Agents Kansas City, Blackhawk-Buchanan Brokerage Co.

out an "assorted case" and advertising it. Thus it was not a difficult matter to satisfy the jobbers and at the same time push Del Monte fruits through advertising.

The result in Kansas City proved that it is not a difficult matter to sell twelve cans of fruit to a customer, as many housekeepers were in the habit of buying six cans, and that to make a sale of a dozen cans was not unusual. It was also found that an "Assorted Case" of twelve cans of fruit was easy to sell to the dealer who usually buys a case of twenty-four cans of any single variety of fruit. When the dealer was offered the assorted Del Monte cases to be sold intact to his customers he realized that he could not lose, because if his customers refused to buy a case of twelve he could break the case and sell them by the single can.

The advertising of the Geo. E. Masters Company Railroad and Steamship Tours, formerly placed direct, is being handled this year by John J. Morgan, of Boston, Mass.



TRADE MARK REG. U. S. PAT. OFF.

"Unlike any other paper"

Sugar makers say that our folks buy about 405,000,000 pounds of sugar per year.

This amount of trade is not so much, perhaps, yet it's more than the yearly sugar trade of Boston and its suburbs.

The way to reach country people, to tell them about sugar or any other commodity, is through

**The Farm Journal**

A. B. C. MEMBER

Washington Square  
Philadelphia



## Newspapers and Periodicals Now Total 24,724

Net Increase of 197 Over Last Year, According to N. W. Ayer & Son's "American Newspaper Annual and Directory"—Dailies, Weeklies, Monthlies All Gain—"Annual" Contains No Advertising

THE 1915 edition of N. W. Ayer & Son's *American Newspaper Annual and Directory* lists 24,724 publications of all sorts. For the first time in its history, this standard list of American and Canadian publications appears without any advertising. The new publications are 1,688, but against this number must be set off suspensions and consolidations sufficient to bring the net gain for the year down to 197, of which 7 belong in Canada. Canada's total number is 1,557.

The number of daily newspapers in the United States is now placed at 2,502; of weeklies, 16,323, and monthlies, 2,981, an increase in each instance. The only classes to lose are in fortnightly and semi-monthlies, which now stand at 57 and 291, respectively.

In Canada the dailies number 159, the weeklies 1,057, and the monthlies 243. There was a slight loss in the number of dailies.

The number of dailies by sections is as follows: Middle Western States, 635; Western States, 450; Southern States, 405; Middle Atlantic, 291; Pacific Slope, 283; New York, 211; New England, 182; outlying territories, 45. The Middle Atlantic States were the only sections to lose in number; the loss was slight.

In the field of the weeklies, the Western States have 5,259; the Middle Western States, 3,316; the Southern States, 3,154; Pacific Slope, 1,414; Middle Atlantic, 1,258; New York, 1,117; New England, 759, and outlying territories, 46. New York made the considerable gain of 43, and there were small gains or losses in the other sections.

The Middle Atlantic States, which lost in the number of dailies

and weeklies, made the largest gains, 49, in the number of monthlies, which total 866. New York has 628 monthlies; Western States, 372; Middle Western States, 323; Pacific Slope, 227; New England, 195; outlying territories, 18.

The number of towns in which newspapers are published now reaches 11,817. The classified lists number 222, and include such up-to-date divisions as aeronautics, moving pictures, Esperanto, woman suffrage and anti-suffrage.

Respecting the individual reports, the publishers say:

"This year, in addition to the regular statements made for the *Annual*, we requested all dailies to send in copies of their Post-Office statements. The figures of those received have been printed. It will be noted that in many cases there is a variation between the figures of the statements made for the *Annual* and those made for the Post-Office Department, although our requirements as to copies to be included are almost identical with those of the Post-Office. This is easily explained. The statements for the *Annual* covered periods of varying length from six months to a year or more, according to the desires of the publishers, and terminated at any time between April 30 and the time the *Annual* went to press. The Post-Office statements cover definite periods of six months ending March 30 and September 30."

### Cincinnati Would Dispense With Ohio

The suggestion of the Cincinnati Advertisers' Club that the prominence of the city would be emphasized by dropping the "O." for Ohio, on all stationery and printing referring to Cincinnati, received a setback a few days ago, when the postal authorities, to whom it was referred, pointed out that there are four or five other Cincinnati's, in other States, and that confusion might grow out of the omission of the State initial. Notwithstanding this, however, many business men are following the idea, on the ground that the best-known Cincinnati is the Ohio city.

George F. Chambers, late of the selling department of the Chappelow Agency, St. Louis, has been appointed advertising manager of the *Arkansas Democrat*, Little Rock, Ark.

## Unselfish Dealer Policies Win

Retailer Derives This Conclusion from PRINTERS' INK's Recent Investigation of Dealer Helps—House of Kuppenheimer Writes "Literature" Dealers Like—A Model Letter to Merchants

By Joseph Katz

(Of The Hub, Baltimore, Md.)

**M**ANUFACTURERS who have read the series of five articles on dealer helps in PRINTERS' INK recently have undoubtedly found much in them in the nature of a surprise.

Those who read between the lines could not help but note a growing resentment of the type of dealer help that makes no allowance for the individuality of the dealer.

The big town was always the hard town for the manufacturer who wanted to put "Home of My Product" across the dealer's door, on his side wall, in every one of his windows, and all over his newspaper advertising.

But PRINTERS' INK's investigation has uncovered my long-held theory that the small-town merchant is changing his viewpoint.

There is one paragraph in one of the articles that's worth its weight in gold. In it is found the key to 100 per cent efficiency in getting dealer helps used—and that is this by A. W. Newman, of The H. Black Company: "The helps must be prepared," states this company from its experience, "so that to the consumer, the ultimate buyer, they will look like material originated, designed,

written, ordered and paid for by the dealer. The average dealer's own copy contains a great deal of favorable mention of his store's facilities, service, buying judgment, etc.,—and quite properly. So it follows that advertising matter sent from the manufacturer to the merchant should take into account the dealer's natural pride and customers' needs."

Read that again; paste it in your hat; it's the key to the entire situation.

Let every manufacturer give this test to his matter. How many sets of dealer-helps can stand this test? Very few, I'm sure. I've seen very little of such advertising matter.

It's a clever manufacturer who knows the art of putting the dealer to work. The best way to

do it is to give the dealer a place in your argument. Write your ads and booklets as if the dealers were to sign them. Say: "Our clothes are made by Hart Schaffner & Marx," instead of, "Hart Schaffner & Marx clothes are the finest in the world and are sold by W. C. White." Read this copy from a folder furnished to dealers by the House of Kuppenheimer:

In justice to you as one of this store's good friends, we cannot let winter weather approach nearer without telling you something about the greatest overcoat success of the season—the Klavicle.

The Klavicle—we say it without reservation because it is our conviction—is the greatest overcoat achievement of recent years. Coming from America's greatest overcoat makers—The House of Kuppenheimer—there is nothing like it to be found under any other label—in comfort, in style, in service. It is cut on the free, loose lines of a cavalryman's cape, full sleeves and back without a seam; wide rolling lapels; velvet collar; natural color buffalo horn buttons.



Society Brand Clothes

Ours is pre-eminently a young men's shop—a shop best fitted to cater to younger men who have youth and those inclined to it

And we feel particularly fortunate in presenting garments which for style and dash are held in such high regard by metropolitan dressers.

**Society Brand**  
Clothes, expressly tailored for this institution, are now ready for your inspection. You will find them exclusively at this store.

\$20 to \$35

(YOUR NAME HERE)

COPY WRITTEN FROM  
VIEW-POINT OF DEALER

But the look and feel of the garment—the way it drapes upon your shoulders—will tell you more about its merits than anything we can say.

You know us well enough to be assured that our welcome to you is always broad enough to show our merchandise at any time you call and leave the question of buying entirely to your judgment.

THE HUB,  
Baltimore St. at Charles.

The dealer is doing the talking in the folder, even if the maker did furnish it. And the merchant is only too glad to get folders of this character.

To write copy like this a man-

**Y**OU'LL find lots of other good things in this store that you want to wear besides

**Hart Schaffner & Marx  
clothes**

Our idea is that these clothes set a standard of quality for the rest of our merchandise; shirts, neckwear, hosiery, underwear, gloves and all the other things.

You can buy here very economically. Suits and overcoats from \$15 up; with very unusual values at \$25. And all the other things you need at right prices.

**The Kleinhans Company  
Buffalo**

This store is the home of Hart Schaffner & Marx clothes

IN TEXT AND ILLUSTRATION THIS COPY HELPS TO SELL  
OTHER THINGS FOR THE DEALER BESIDES H. S. & M.  
CLOTHES

ufacturer must anticipate how far a dealer will go in talking about an advertised make over his own signature. It is taken for granted that statements like these must be milder than usual.

Advertising matter of this character cashes in on the local reputation of the dealer—the biggest kind of factor in producing business. If I may judge by the way most advertising is worded, few manufacturers admit it, but it is a fact that manufacturers can profit by the recommendations of their dealers. A good dealer is a power in his community, and few articles are so strong that they can afford to kill this individuality in the dealer's advertising.

A store wants to lead its own

life. Let the manufacturer encourage this *good* quality—it is the hallmark of a good merchant.

The fact that some dealers can be induced to use almost any kind of dealer-helps doesn't make it right or good business to "put it over." It is surprising to what lengths some manufacturers will go to preserve their own individuality, but they don't care much about the dealer's end of it.

A certain manufacturer was running a series of advertisements in a Baltimore paper. We tried to put our signature cut inside of the border, but the newspaper told us it had orders to place a cut-off rule after the ad, and so our name would have to be cut off from that of the manufacturer.

We wrote to the makers—these folks get out unusually good dealer-helps—and they replied they would have to follow their original intention "because it will help us to maintain the natural character of our newspaper work."

Yet most manufacturers don't hesitate to ask you to run "manufacturer-created" copy—and even pay for it yourself.

#### ANALYZING DEALERS' NEEDS

Another big mistake to which much waste is due is in getting up but one set of helps. The H. Black Company again has the right idea. They say: "Small-town stores do things differently and have different facilities from the large-town stores. We have learned this lesson and we are trying to express it in the work that we do with the dealer this fall."

Most manufacturers make no distinction between their calculations of the big store in the metropolitan city and the cross-roads merchant.

The advertising policy of the



Copyright Hart Schaffner & Marx

big store differs radically from the small establishment. The big fellow, for example, rarely uses anything over a five-inch clothing cut in his regular advertisements,—space is too costly. Country paper space is reckoned by the inch instead of the line—and the larger cut is often used. The big storekeeper doesn't care for a cut with the maker's trade-mark plastered all over it. An agate copyright line is his idea of the maker's share in it.

A cut in the paper is worth a thousand in the cut cabinet. Clever concerns like Hart Schaffner & Marx, Kuppenheimer, and the makers of Society Brand clothes long ago learned that cuts with but an agate copyright line are used *every* time—and have for their pains advertisements in hundreds of towns paid for by their dealers.

Another reason why so much dealer's material is not used is because it does not take into consideration that in most cases the dealer handles competitive lines.

If a dealer handles half a dozen lines of hose and each show card says "the best on earth," how in the world can any sensible dealer put them all up?

I believe that manufacturers have a very hazy idea of how much advertising the average store does. Most dealers handle several good lines of nearly everything they handle. They can only use a small part of the helps they receive.

It is also vitally important that your matter reaches the right man. Hart Schaffner & Marx send letters to *every* executive so that they *all* get behind the campaign. Here's one:

Advertising Manager,  
The Hub,  
Baltimore, Maryland.

Dear Sir:

Advertising matter like the enclosed is going separately to your concern, but we wish to call your particular attention to it. We believe you will recognize an opportunity for hooking up with our own campaign, and getting some immediate sales on this full dress suit at \$35.

Our own newspaper advertisements will appear in your city about Novem-

## Leader Among Leaders

Largest German Daily and Sunday Circulation in America.

Largest advertising gains of any newspaper published in New York during the month of December.

A circulation gain greater than that made by any newspaper in America.

A possessor of the entire confidence of its readers.

In many other respects a leader among leaders.

Such are the distinctions that are the New-Yorker Staats-Zeitung's and made possible by its superior news and editorial service.

This is a medium of merit for the national advertiser.

# New-Yorker Staats-Beitung

"The National German Daily"

HERMAN RIDDER, Publisher

ber 6th. You can learn the exact dates later from the publishers. The copy will be confined to this one item—a full dress suit to retail at \$35.

The *Saturday Evening Post* of November 7th, *Collier's* of the same date, the *Literary Digest* of the 14th, and all the December magazines will contain announcements of this same dress suit.

The whole force of the campaign is going to center on November. We write you about it in advance so that you may be fully prepared to get the biggest possible benefit.

Yours truly,  
HART SCHAFFNER & MARX,  
Per R. O., Advertising Dept.

#### MISCELLANEOUS SUGGESTIONS

Another weak link with many manufacturers is not to notify the dealer in advance of advertising slated for his local papers. More than once we have been surprised to see big announcements of goods we handle—and we were not tipped off early enough to enable us to place our announcement under them. This bad slip, I am glad to say, is rapidly becoming obsolete.

Cut books should be printed on one side of the paper in black ink. This gives the dealer a chance to make cuts any size wanted.

For the larger stores, instead of books with ready-made ads that are never used, why not furnish a vest pocket affair with terse paragraphs giving the selling points peculiar to the product advertised, for the use of the store's advertising man?

Signs for windows should be small, so as not to interfere with the display of the merchandise. Those in imitation of hand lettering are particularly desirable. Small brass signs are always welcome.

Writing dealer-helps from the standpoint of the merchant is also a way to make better dealers. Don't ask a merchant to sink his individuality—it's his most valuable asset.

Interest yourself in the dealer's problems. Give him some good general advice once in a while.

Read this paragraph from a letter that came with some suggested clearance ads from Hart Schaffner & Marx:

This season, more than ever before, try to keep away from the common

clearance sale idea of sensationalism—"enormous," "gigantic," and all that; people seldom believe this sort of thing, anyway, so give them the truth straight from the shoulder. We've tried to do it in these advertisements.

Have the newspaper use light-faced type, Caslon old style, if possible; you want to be sure to keep away from the big, black, noisy type.

Note the plain, homely style; it's the kind of talk that wins a dealer's confidence. Compare it with the average bombastic form letter.

The maker whose helps don't "kick out" the dealer's own personality is the one who will find most of his material used. And the fellow who is all wrapped up in his own importance will find his carefully prepared, expensive cuts, booklets, etc., on the way to the scrap heap.

#### Railroad Publicity Campaign in Kansas

Thirteen lines of railroads that are operating in Kansas have taken the people into their confidence through the most widespread publicity ever employed in any State. Six hundred newspapers, large and small, are running a continued story of three columns each week, which deals with conditions now confronting the carriers in that State and in the Nation. The railroad will pay in advertising rates for the six or eight chapters of this publicity approximately \$30,000.

The railroads are going to determine in Kansas, where they have been supervised and taxed to the limit, whether or not it pays to go to the people with a plain statement of the facts that confront the carriers of that State and of the country. The test is being made just in advance of the meeting of a legislature that comes principally from the farms. The lawmakers who will have marketed the greatest wheat crop in the State's history at top prices, as well as the people who sent them to Topeka, are being asked to temper the winds to the shorn carriers.—*Boston News Bureau.*

#### Publication Office of "Fardowner" Now in Milwaukee

Thomas P. Hallock, publisher of *The Fardowner*, of Cleveland, O., has announced the removal of the offices to Milwaukee. Carl S. Palmer, Saranac Lake, N. Y., has been appointed editor of the paper. The changes were effective January 1.

The Carl M. Green Company is placing in a small list of national publications the advertising of the Coin Machine Manufacturing Company, Portland, Oregon.

**A RECENT CANVASS**  
of Churchman subscribers brought forth some impressive facts. Eighty-nine per cent. state that they read The Churchman with more interest than any secular magazine. Ninety per cent. are owners of real estate. Each copy is read by an average of five people.

The buying power of this clientele is not to be doubted.

The Churchman is the most expensive religious weekly in America. For one hundred and ten years its subscribers (there are more than ever before) have been drawn from the more influential members of the wealthy Episcopal Church.

Careful advertisers have long appreciated the value and prestige secured by using such a medium.

## **The Churchman**

CHURCHMAN BUILDING

Four-Thirty-Four Lafayette St., New York

Member of The Church Press Syndicate  
(Denominational Leaders). Guaranteed  
circulation 650,000: Rate \$3.50 per line.

## Experiences in Changing Copy

A Consideration of Some Facts Bearing on One of the Perennial Questions of Advertising—Relative Sizes of Copy Tried by Some Advertisers—Some I. C. S. Copy "Hits"

NEW YORK, Dec. 7, 1914.

Editor of PRINTERS' INK:

I enclose copies of letters that I have written to two advertising managers. You will readily perceive from these letters the question I am trying to settle. The only trouble is that it would take months and even years to come to any final conclusion. If other advertisers have been over the same ground, as they must have, and I could get some general idea of what the best experience is along these lines, it might save me a lot of time.

R. C. PEACOCK.

**T**HE substance of the questions Mr. Peacock put to the advertising managers is given in the following paragraphs:

"The suggestion has been made that if an advertiser who ordinarily would get out a different advertisement as to wording, layout, etc., for each insertion would take three or four of the best pullers, analyze them carefully and, after determining just what gave these advertisements their superior pull, would incorporate such copy in all further advertisements, he would get a great many more orders. It was even suggested that perhaps the best pulling advertisement of a campaign, if run continuously for, say, six months or a year, would give more orders than diversified advertising for the same period.

"If my recollection is correct, your concern has changed copy materially for each succeeding advertisement put out. Suppose, instead of following this plan, you should pick out the advertisement that in the past has given you the largest number of replies and run that continuously for a considerable length of time. Would it give you a larger number of replies than you would get by your present system?"

This interesting question was referred to S. Roland Hall, formerly with the International Correspondence Schools, now advertising manager of the Alpha Port-

land Cement Co. Mr. Hall's comments follow:

"I do not think it will be possible for Mr. Peacock to get a conclusive answer to his question from the experiences of other advertisers. He is asking, essentially, what is the secret of successful copy?—something that every advertiser and every advertising agency would like much to know. Experience improves our judgment, but it does not give us many definite copy rules. There is usually enough gamble left in this question of what our copy is going to bring to make advertising a work of never-ending variety and interest.

"From time to time there have been published the results of tests of copy that featured different forms of appeal and of the attention value of advertisements of different size, but these statistics, though interesting, do not carry us very far. It has been apparently proved, for example, that a page advertisement (standard magazine size) has relatively more attention-attracting value than two half pages, and that the half page has relatively more value than two quarter pages. This may be perfectly true, in practice, with one advertiser and altogether wrong in the case of another advertiser. I know of at least one advertiser who has proved beyond a reasonable doubt that two-inch advertisements bring maximum results for his business. On the other hand, two-inch copy would be absurd for general use by an automobile manufacturer.

"We run into the same difficulties in trying to answer the particular question that Mr. Peacock asks. I have heard, on good authority, that an advertiser of a device to aid the hearing secured some years ago a new form of illustration and copy that immediately cut in half the previous inquiry cost; that this piece of copy was continued for a year or two before its power seemed to be diminishing; that after that the inquiry cost began to climb. Here the advertiser had one definite 'point of contact' to make; and once he secured copy that



made that point of contact instantly, it is easy to see how the copy could be long continued before it became monotonous. It may well be noted, too, that this advertiser sold only once to his customer.

"But because the ear-device advertiser found it possible to do this, it does not follow that one piece of copy could be worked up for Ivory Soap that could be continued in the same form indefinitely and profitably. People do not read soap advertisements with the eagerness that the deaf person reads every thing that offers relief to his affliction; soap advertisements must, to some degree, be forced into attention, and that means we must avoid monotony, must have variety. In soap, moreover, we have many different needs and view-points to appeal to. On the strength of an Ivory Soap advertisement, I have used the small bits of cakes for shaving soap; thus Ivory opened a use

with me that its lace-curtain copy, probably strong with housekeepers would never have developed.

"Even when we confine ourselves to the mail-order field we do not find one advertiser's experiences and conclusions agreeing with another in the same line of business. What might be true in advertising 'Modern Eloquence' or the 'New International Encyclopedia' may be materially different when we come to advertising a single 50-cent book.

"The International Correspondence Schools—one of the advertisers that Mr. Peacock has addressed his questions to—must appeal to different motives or points of contact. Love of money moves many young men to take up spare-hour courses of study; pride moves others; the desire to have a home some day moves still others. No one note would cause all the strings of this great human-nature harp to vibrate; we must sweep over the instrument.



**The Youth's Companion**  
is known by its subscribers to be  
alive to every family interest—even  
in its advertising.

**THE YOUTH'S COMPANION**

New York Office  
910 Flatiron Building

Boston, Mass.

Chicago Office  
122 So. Michigan Blvd.



It is true, nevertheless, that now and then a piece of copy is so apt that it goes far beyond the average in returns. Mr. Peacock may not recall it, but the International has run its 'Are-Your-Hands-Tied?' piece of copy many times during the last ten years. This illustration, featuring two hands tied with a stout rope, hits the condition of so many people that the advertisement never fails to bring a good return. In my judgment, however, if it were run every month in the large list of magazines used by the International, the argument would soon become monotonous. Here, again, we strike another of the complex sides of this big question; if the 'Tied Hands' piece of copy did not appear in so many magazines it might be jumped around from one to another and possibly used for years or longer before its pulling power waned.

"The International, in advertising its civil-service courses, has been able to use small, unillustrated copy successfully—has repeated this copy in the same form continually. But this practice is not followed on the large advertisements which are given very wide circulation. One class of copy would reach the point of 'complete saturation' or staleness quicker than the other. We must not lose sight of the 'news' or 'interest' value of copy ideas.

"John Kennedy is, I believe, authority for the statement that most national advertisers could prepare ten or a dozen first-class pieces of copy and rotate these almost indefinitely.

"Unless he is sure that he can use the same advertisement repeatedly, I should say that an advertiser, when he has found argument that hits the bull's-eye, should study out different ways of presenting this appeal. The hammer-the-hammer point of the Iver Johnson, the non-pull-out qualities of the Rubberset brush, the hourly inspection argument of Alpha Cement—these may all be dressed in different form from time to time and the pleasing variety will aid in driving home the appeal."

### "Sociological Mind" Important

Andrew N. Fox, advertising manager of the Benjamin Manufacturing Company, of Chicago, delivered an address on "The Practical Application of Sociology to Advertising" before the Detroit Adcraft Club recently.

"Men move in masses," said Mr. Fox. "Advertising is mass salesmanship. We are told it is often easier to convince six men taken together as a group than it is to convince them singly. This is significant of possibilities."

"The common characteristics of all minds in whatsoever section of the country or in whatsoever stage of civilization, are so much on the same plane that as a rule the aggregate mind is about the same in all civilized communities. At all events you unconsciously contribute those faculties of your own mind to the aggregate mind which you feel others are contributing; in other words, you see and hear with the eyes and ears of those about you as well as with your own."

### U. S. Turned Out 515,000 Autos

In the year which just closed, American manufacturers turned out 515,000 motor vehicles valued at \$485,000,000. This information came from Alfred Reeves, general manager of the Automobile Chamber of Commerce, who added that this output came from 450 concerns. He said there were 1,500,000 cars registered in the various States, that there were 15,000 automobile dealers in the country, 13,630 garages and 650 supply houses.

### Goes to Chicago for J. W. Clement Company

W. B. Holliday, of the J. W. Clement Company, catalogue printer of Buffalo, N. Y., has been appointed to take charge of its Western business, with headquarters in Chicago.

Mr. Holliday was recently with the Union Paper & Twine Company, of Cleveland, and before that was for several years advertising manager of Boggs & Buhl, Pittsburgh.

### Herbert L. Connelly With "Building Age"

Herbert L. Connelly, for the past three years associated with the David Williams Company, has been appointed Central Western manager of *Building Age* and *Metal Worker, Plumber and Steamfitter*, with headquarters in Cleveland.

### Goes to Pierce's Farm Weeklies

Wallace M. Williams has joined the advertising department of Pierce's Farm Weeklies at Des Moines, Iowa. For the past two years and a half Mr. Williams was the advertising manager of the Franklin Automobile Company at Syracuse, N. Y.

## War's Cost to Newspapers

(Continued from page 28)

ing for the same months in 1913. If we assume, very conservatively, that they usually receive on an average of \$80 a column, this represents a falling off in income of \$87,120, \$115,840, and \$234,080, respectively.

"When to this are added the enormously increased costs due to the gathering of war news, even the layman can understand why it is that newspapers are reducing the number of their reporters and editors, cutting off all special domestic despatches, and striving in every way to decrease expenses. If this results in cutting out some unnecessary waste and the devising of more economical methods, the gain is none the less comparatively slight. The reader can appreciate, in short, why it is that from the point of views of their own exchequer newspapers ought to be the chief advocates of peace.

"It is quite possible,—even a journalist must admit it,—that if a number of newspaper wrecks should occur with a resultant decrease in our journalistic output, the thinking American public might regard this not as one of the horrors but as one of the pitifully few blessings that come out of such a horrible strife as we are now witnessing. The trouble is, as the English experience has shown, that some valuable journals of small means may go down, while richer and less desirable survive."

## W. R. Lightfoot Opens Chicago Branch

The Lightfoot Advertising Service, Canton, Ohio, has opened a Chicago branch at 2101 Michigan Avenue. The concern specializes in direct advertising.

## Death of Arthur G. Hall

Arthur G. Hall, who represented the *Woman's Home Companion* in New York State from 1905 to 1910, died on December 28, at his home in Haddam, Conn.

"Several members of the firm read every issue of **PRINTERS' INK.**"

Estate of  
**P. D. BECKWITH, INC.**  
(Stove Mfrs.)

## VERSATILE Agency Man

**T**EN years' specialized merchandising and advertising experience have qualified

me for larger position than I now hold which is that of Copy Chief of one of leading service agencies with which I have been associated four years. Twenty-nine years old, energetic, accustomed to success. Held advertising management for nationally known concern prior to present connection. Open to engagement with large advertiser or for broader position in another service agency. Address "S. A." Box 236, Printers' Ink.

AMERICAN JOURNAL OF CLINICAL MEDICINE

AMERICAN MEDICAL JOURNAL

AMERICAN MEDICINE

INTERSTATE MEDICAL JOURNAL

MEDICAL COUNCIL

THERAPEUTIC GAZETTE

## THE BIG SIX

### REACHING THE DOCTOR

The influential medical journals constituting "The Big Six" of the medical field offer acceptable advertisers the quickest, most economical and most effective means of securing the attention and patronage of the practicing physicians of the United States.

For rates, terms and full information address:  
**Associated Medical Publishers**  
A. D. McTighe,  
East'n Representative  
437 Fifth Ave., N.Y.C.  
S. DeWitt Clough,  
Secretary  
Ravenswood Station  
Chicago, Ill.

## How to Meet High-Price Objection

How American Huhn Metallic Packing Company Is Selling by Mail a Product Five or Six Times as Expensive in First Cost as Product It Aims to Displace

"IT'S too expensive," the engineers and managers of refrigerating plants told the American Huhn Metallic Packing Company, of New York, when it tried to persuade them to pay six to ten times as much for piston or ammonia rod packing as they had been in the habit of doing—\$150 instead of \$25 for the average job. The price varies from \$55 to \$180.

And A. C. Judd, the general manager of the company, has been nailing that excuse as follows for the last five years and is putting it out of business. It goes out in a little printed folder, ostensibly meant for the engineer, but it's good for consumption all the way up. The folder reads:

"Are you, admitting that a cheaper man could run your job—as well as you are doing?"

"Your own company has answered that question. They are paying you more than they would perhaps have to pay someone else, but they are satisfied. They are getting their money's worth. Another and a cheaper man could sit in your chair and possibly look like an engineer. But would he be one?"

The whole of the short circular is worth quoting, because it handles a situation in which scores of engineering and other houses find themselves when they try to get buyers to consider economy results instead of first costs. The folder goes on to say:

"BECAUSE YOU KNOW!"

"Your company is paying you *more*, because you are doing more for the company. You make up in brains and ability what another and cheaper man lacks. He might try to do the best he could, but even his 'best' wouldn't make

him as good as you. Because *you know*.

"Now there are plenty of packings that 'look good,' and plenty that will try hard to hold ammonia. But it isn't in them. They can't stand the temperature changes; or, if they can, they do so for a short time only—and then you must replace them.

"Like the cheaper man your company *might* hire in your place—but wisely doesn't, when it comes to a 'showdown,' they can't 'deliver.' Some little thing happens and they 'go up in smoke.' Just as the cheaper man does. Your company pays you *more* because you can and do 'deliver.' You are ready for all emergencies. So is *Huhn*. It costs more, but it is worth it because it pays for itself. Your salary is *more*, because you are worth it, and because you earn it. But do you consider yourself 'expensive'?"

The history of this circular is that it has been a real result-producer.

### SELLS HALF THE GOODS

As a matter of fact, it is only one of forty or fifty pieces of advertising matter that have helped to establish a new business and are responsible for more than 50 per cent of the volume of sales to-day. The product has been sold abroad for seventeen years, there being factories in five European countries.

It had looked like a hard row to hoe in the beginning. There were six or seven hundred competitors in the field, many of them large and powerful companies, strongly entrenched, with salesmen covering the country. They sold, all but a few of them, the far cheaper soft packing. Metallic packing was not exactly a novelty, but it had made little or no headway against the soft packing, and on the face of the proposition it was difficult to see how a metallic packing could do what a soft packing could not do in the way of stopping leakage. To make it worse, the market for metallic ammonia packing had been all but ruined at the time by the failures of certain earlier

manufacturers who had worked the engineers from one end of the country to the other on a metallic packing proposition. Again the rods had to be true, and if they were not already so, be made so. And, lastly, engineers are not the most easily influenced people on earth.

The new company's argument was that its packing lasted almost as many years as the other packing did months, that it saved frequent and unnecessary shut-downs of the plant to change the packing, and, more important than all, effected large saving in ammonia and increased the production of ice. It was an argument to carry great weight with the breweries, ice-making plants, cold-storage plants and packing-houses, if they could be persuaded to consider it.

"We knew from experiments and experience," said Mr. Judd, "that we could save from 25 to 50 per cent or even more in ammonia bills and increase the production of ice from 7 per cent up, but I did not dare to say so.

We would not have been believed. When I came to lay out the campaign and decided we must have a guarantee to carry confidence, I agreed to refund the purchase money if at the end of two years or any part of it the packing had not saved 9 per cent in ammonia and increased the ice production 5 per cent. That looked to be and was close and conservative figuring. I regarded it as a perfectly safe thing to leave the decision to the engineer. Anything that would reduce his costs, save him as much work as an efficient packing would do and free the engine-room from the disagreeable odor of ammonia would be certain to be kept just as long as he had a word to say about it.

#### GUARANTEE, TRIAL OFFER, TESTIMONIALS

"The guarantee was one of the foundations of the direct advertising campaign. The trial offer and the testimonial letters were the others. Our trial offers are for three months, express paid.



## BUSINESS IS GOOD in Southwest Texas

### SAN ANTONIO EXPRESS SHOWS A GAIN FOR FOUR MONTHS SINCE THE WAR STARTED

	1914	1913	
July .....	632,618 agate lines	600,628 agate lines—a gain of 31,990 lines	
August .....	642,488 agate lines	599,536 agate lines—a gain of 42,952 lines	
September ...	562,124 agate lines	530,040 agate lines—a gain of 32,084 lines	
October .....	597,352 agate lines	582,778 agate lines—a gain of 14,574 lines	

#### REASONS WHY—

Southwest Texas is not dependent on cotton.

Southwest Texas has millions of dollars' worth of diversified crops.

Southwest Texas has millions of dollars' worth of cattle and horses, which are bringing the top prices since the war started.

Southwest Texas has fruits, nuts, etc., which have brought the highest market prices.

**SAN ANTONIO**, the metropolis of Texas, and the home of the San Antonio Express, is in better condition financially than any other large city in the South. There have been no failures in San Antonio, the banks have large resources and large deposits.

In planning your next campaign you can include San Antonio and Southwest Texas with safety and profit. The San Antonio Express, of course, is the paper.

#### EXPRESS PUBLISHING CO., San Antonio, Texas

JOHN BUDD CO., Foreign Representatives.

Burrell Bldg.  
New York

Tribune Bldg.  
Chicago

Chemical Bldg.  
St. Louis

The blank forms start off by saying: 'This is not an order.' And winds up: 'In three months, if I want to keep it, I'll send you a check.' And at the bottom of the form we run this little suggestion: 'Sure, I want "more ice for less money."' We try to get away from the stilted style of the average form, and let the man we're dealing with feel we're human.

"We reproduce the best testimonial letters in miniature and use them after the manner of the engineering field.

#### STARTED WITH LIST OF 200 NAMES

"When we started, five years ago, we had just two hundred names to circularize. I began to get out printed matter and send it around. I had an elaborate plan of follow-up in form-letters arranged, but I soon dropped it in favor of the printed circular or folder. I found it possible to get out more striking messages in type than I could with the letter. When I got a response it was in the form of an inquiry for prices or other technical information, which had to be answered in a personal way, and the business was likely to be closed without an opportunity to expatiate, in a general way, on the merits of the packing. If the response did not come, I preferred to go on sending them the printed follow-up rather than a form-letter.

#### STILL CIRCULARIZING FIRST LIST

"We kept after them once a month or so, and are still circularizing those of the first list who haven't come in. We shall keep at them until they do. Our list totals 10,000 names now, and we are adding new ones at the rate of 30 or 40 a month. We do not circularize all of these every month, but try out a piece of copy on 200 or so, and if it does not pull go on to something else. When we get good results from a folder, we make a drive on it."

Mr. Judd reached into the drawer and brought up a handful of what he called "blooeys."

"Blooeys are the folders with the big hand and finger calling

attention to something. I don't know where the name came from, but it has stuck, and we always use it when we omit the severely technical. These 'blooeys,' you see, are of different shapes, sizes and color, and say nothing about Huhn packing until they are opened up. The engineer and manager of every refrigerating plant are pestered to death with salesmen from the packing manufacturers. There are more packing salesmen calling upon them than any other kind of salesmen. They are hearing packing solicitations all the time. And if we should tell the story on the cover, or should make the covers twice alike, the matter would be shot straight into the waste-basket. We try every shift known to printing to make them different, and we try to assure that when they are opened up the message will leap out from the paper and hit the reader between the eyes."

#### LAUGHING AT PRICE PROTEST

Mr. Judd does not, as a rule, treat the price protest very seriously. He generally slides over it and gets right at the heart of the matter, which is the saving effected. In one of the best of his pieces of literature, a 24-page folder, with front cover and six of the inside pages printed, he actually has a laugh over the price.

The cover reads:

"He said to me—

"The story is there—but can you get it read?"

"I think it will read itself," said I.

"He didn't think so.

"Nevertheless—here is the story."

And the story is of the history of an inquiry, told by letters, each of which is reproduced, letterhead and all, and introduced after the fashion of the moving pictures with their melodramatic captions: "We give him our best figure." "He is appalled at the enormous price." "Wait and see what your savings are!" "At the end of test he sends his check." "Why did you pay the price?" "One of the best investments we have made."

Let us reproduce one of the letters in this folder as illustrating Mr. Judd's way of doing it. The Pope Manufacturing Company, of Washington, Ga., had made the inquiry, received the packing and subsequently expressed its amazement at the enormous price shown on the bill. Mr. Judd wrote in reply:

"Do not be confused by the fact that Huhn is sold as a 'packing' instead of what it really is, i. e., an ammonia-saver and production-increaser. As a packing alone, the price would necessarily be prohibitive, were there not other economies appearing in connection with its use—thus at the plants of the Citizens' Ice, Corinth, Miss., Mr. Stevenson was able to save twice the cost of the packing in ammonia. At the San Juan Ice the saving for one year just equaled the packing cost (\$180). At the Wainwright Brewery (as you see by the enclosed) the saving amounted to 26 drums on an expenditure of \$180 for Huhn. In each case the managers first satisfied themselves that these savings were possible before deciding to make the purchase.

"Simply have your engineer make installation wholly at our risk and responsibility. Enjoy your full four months' use of Huhn. Find out for yourself whether you can make the same savings Huhn is everywhere showing, and if you cannot, return the sets without having incurred obligation. Frankly, we have every confidence that at the end of trial you will say, as did Mr. Abbott: *'Huhn is the best investment I ever made.'*"

Three or four months later came the endorsement in almost the identical terms suggested by Mr. Judd.

#### A LESSON IN BOOKKEEPING

Here is another happy way of handling the price-protest which occurs in the regular follow-up:

"We don't blame you—no little bit.

"The price *looks* outrageous, but that is because in your ledgers you have one column for 'packing' and another column for

'ammonia.' As a matter of fact, they should come under one head because with the right kind of packing your item for 'ammonia' disappears, outside, of course, of your prime charge.

"You have the packing, and you are offered four months' trial. Truly, it doesn't seem as if a 'packing' could ever save you that much ammonia—or enough to pay for itself. But that is what our customers are proving, and you have the same opportunity they have. Put Huhn in. If in four months it doesn't begin to look as if it would save at least \$190 in ammonia, you can send the whole thing back.

"Remember, the responsibility is ours. It costs you nothing to find out. Here's your possibility of reducing ammonia loss. We guarantee '9 per cent less,' and regularly show reductions up to and above 40 per cent. Go ahead and find out what Huhn will do for you. That wasn't a 'bill' we sent."

As may have been gathered from the preceding account, the greatest possible use is made of testimonials. The engineering fraternity like to know what is going on, but it is all but hopeless to get the majority of them to move until some of the leaders have been won over. When a well-known engineer says a specially good word for the Huhn, the letter is reproduced and distributed in that way, worked up into a folder, referred to in subsequent advertising and generally made to do yeoman duty.

#### ANOTHER BREEZY LETTER

At a recent convention of the Louisiana Ice Manufacturers' Association, a Mr. Charitat, assistant manager of the Thibodaux plant, got up and rooted for the Huhn packing. Within a week or two every member of the association received a letter like this:

"Brother Charitat is saving money.

"You heard what he said?

"When you give us your permission to show you, we will save money for you, for three months. Then, when you have actually

# To Begin Right is Half the Battle

*Get the dealers' influence by using the local mediums in*

## NEW ENGLAND

*The Local Daily Newspapers are first choice of the dealers.*

### BECAUSE

The dealers know the influence of the Local Dailies with their readers.

The dealers know the results shown to advertisers—usually good.

The dealers know that the circulations of the Dailies are mostly home delivered to people who buy the papers because they like them, because they are a part of their every day life.

The manufacturers of goods who desire the maximum trade in New England would do well to "go with the dealers" and use the Local Daily Newspapers.

Start your campaign here in New England. It is easily covered by your salespeople and the dealers push advertised goods.

If all New England is too big for a start, these 12 will show the dealers are right.

<i>Burlington, Vt., Free Press</i>	<i>Worcester, Mass., Gazette</i>
<i>Manchester, N. H., Union and Leader</i>	<i>Bridgeport, Ct., Telegram</i>
<i>Lynn, Mass., Item</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford Standard and Mercury</i>	<i>Meriden, Ct., Record</i>
<i>Salem, Mass., News</i>	<i>Waterbury, Ct., Republican</i>
<i>Springfield, Mass., Union</i>	<i>Portland, Me., Express</i>



seen the savings—and not until then—you can accept the sets and send check. Otherwise you can return them without obligation on your part.

"Our proposition is one-sided. We assume all the expense and risk."

Last year the company gingered up its direct advertising by announcing an "International Efficiency Competition" open to all plants, all of whose ammonia rods are packed with Huhn, and based on a comparison of results obtained with Huhn and previous packing. A prize of \$100 was offered for the greatest combined savings in ammonia and increases in production, and \$50 each for either savings or increase. The San Juan Ice and Refrigerating Company, of Porto Rico, won two of the prizes and the Pittsburgh Brewing Company the other. The checks were reproduced, together with the letters of acknowledgment, in a folder, of which the company made good use through the year.

### Minnick With Clarke Publishing Company

The *American Thresherman* and *Farm Power Magazine*, of Madison, Wis., has incorporated under the name of the Clarke Publishing Company. This move was made for the purpose of broadening its field.

*Gas Review*, which has been owned and published by the same people for a number of years, will in the future be known as *Gas Engine Review*. Professor P. S. Rose has been the editor of *Gas Review* and assistant editor of the *American Thresherman*. Paul W. Minnick, for a number of years advertising manager of *House Beautiful*, and more recently secretary of Walter C. Kimball, Inc., has been appointed Eastern manager, with headquarters in New York City. The officers of the new corporation will be B. B. Clarke, president; M. B. Clarke, vice-president; Edwin E. Parkinson, secretary; James L. Clarke, treasurer.

### The "Dixie Miller" Sold and Moved to Atlanta

Haynes McFadden has purchased control of the *Dixie Miller*, of Nashville, Tenn., which has been published heretofore by B. Kirk Rankin, and has announced the removal of the publication to Atlanta, Ga. Mr. McFadden has been in trade newspaper work for a number of years.

## The Family Paper in Portland is the Express

The EXPRESS is the only evening paper in this fair city and covers this field so well that any advertiser may rely alone on its selling power.

The circulation exceeds 20,000 copies daily which shows that Portland and suburbs are well covered.

The advertising rates based on its circulation are the lowest per thousand of any Portland daily.

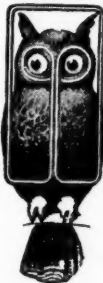
## Are Your Goods in Portland, Maine? The Jobbing Center

If they are not you are missing a choice bit of profit, for Portland people are good buyers of advertised goods.

It will not require much of an effort to get the dealers to add them to their stock if they know the EXPRESS is to advertise them.

JULIUS MATHEWS, Representative

## To Advertisers and Printers! Stop and Think!



Do you know that millions of circulars never reach their destination because they are not securely fastened?

Good Clips lend dignity to your correspondence.

Our customers say **OWL CLIPS** are the best on earth.

There are no loose wires to catch papers—OWL CLIPS Don't slip. Don't attach themselves to other papers in the mail or on file and are reversible. **This is important.**

Examine carefully the next paper clip that comes to your notice. If an unintended paper gets caught in the wires of an inferior clip, think of the trouble it could mean to you and the expense that might result. There are many so-called paper clips, but the merits of all other clips and none of their defects are found in OWL CLIPS. Save where good sense prevails. Poor clips mean false economy. OWL CLIPS cost no more than inferior clips and may save you hundreds of dollars. **THINK IT OVER!**

### OWL SUPPLY COMPANY

Exchange Bldg., 33 State Street, Boston, Mass.

Ask Your Stationer





**"MADE IN U. S. A."**  
**POSTER STAMPS**  
 AND  
**WINDOW CARDS**

**The Malcolm Strauss Co.**  
 3 West 29th St., New York City

**Good position for the  
 woman who meets  
 these requirements**

Large New York Agency wants woman familiar with the work of various artists; who knows good, bad and indifferent art work; who is thoroughly systematic and has enough clerical training to keep records, prices, etc., absolutely accurate. Must be able to handle rush orders without becoming "rattled." This is not an easy position—but the work is interesting, fascinating, and the salary is right.

Art Department  
 P. O. Box 206, Madison Sq.  
 New York City

**Royal Tailors Disarm Competition**

The Royal Tailors know how to extend the olive branch to their so-called competitors. There is a touch of real diplomacy in their recent ad in *Men's Wear*, entitled "To Our 'Allies'—the ready-to-wear makers." This ad is signed by Joseph Vehon, president of the Royal Tailors. It is as follows:

In all our 10 years of advertising in this paper, we have counseled no merchant to cut out his ready-to-wear stock.

We have advocated a tailoring department, not as a substitute for ready-to-wear stock, but as an *ally* of that stock—to work shoulder-to-shoulder with it and for it—supplanting its "Bitter" but leaving its "Sweet" untouched.

We have no quarrel to pick with our friends, the ready-to-wear manufacturers.

To the contrary—we have urged a tailoring department to the clothier largely as an *adjunct* for his clothing stock—for the health and well-being of the clothing manufacturer himself, as well as for the retailer.

In the long run "carried over" goods hurt the maker as well as the dealer. And the tailoring department is the only remedy that will make close buying possible and "carried over" goods an unnecessary evil.

*Our battle has not been against ready-to-wear Stock but against ready-to-wear Overstock.*

**Urges Printers to Advertise**

In a recent address before the Ben Franklin Club of Cincinnati, John L. Frazee, of the Pounsford Stationery Company, told the printers that they can benefit from every conceivable form of advertising, newspapers and other periodicals being among the leading mediums for their use. He declared that the business of printing can be bettered not only by impressing the desirability of the right kind of printing, but by educating business men as to means by which they can make wider use of printed matter in increasing their own business. Other addresses were made at the same meeting, describing the benefits of newspaper advertising for printers, and pointing out the increased volume of business which can be gained by that means.

**Moon Sales Increased by 41.36 Per Cent**

During the months of September, October and November, the first three months of the 1915 season, the Moon Motor Car Company, St. Louis, reports a gain in sales of 41.36 per cent. The greatest part of the increased business has come from the Pacific Coast.

**Montague Ferry Makes New Connection**

Montague Ferry, who has been representing *The American Magazine* west of Chicago, has been appointed advertising manager of the Irving-Pitt Mfg. Company, Kansas City.

## National Editorial Faculty for "Public Ledger"

On January 1 George W. Ochs resigned from the editorship of the Philadelphia *Public Ledger*. He is succeeded by John J. Spurgeon, who received his initial newspaper training of seven years (1885-92) in Philadelphia under the late Charles Emery Smith, and has since occupied continuously editorial positions on the New York *Mail*, New York *Herald* and New York *World*.

Cyrus H. K. Curtis, president of the Public Ledger Company, made the following statement relative to Mr. Ochs' resignation:

"George W. Ochs, editor of the *Public Ledger*, has tendered his resignation on account of an entirely amicable but irreconcilable difference of views between us as to the publication of the paper, and I have accepted it with much regret. The resignation goes into effect January 1, 1915."

The *Public Ledger* announces also the creation of a "National Editorial Faculty," comprising leaders of public thought, who will discuss important events on the editorial page, each over his own signature. Among others who are named on this board are the following:

Dr. Nicholas Murray Butler, president of Columbia University; Dr. David Starr Jordan, chancellor of Leland Stanford, Jr., University; Dr. Edward T. Devine, director of the New York School of Philanthropy; Dr. Joseph French Johnson, dean of New York University School of Commerce; the Rev. Dr. Charles F. Thwing, president of Western Reserve University. Prof. Emory R. Johnson, of the Wharton School of Finance and Economy of the University of Pennsylvania; Prof. Albert Bushnell Hart, of Harvard University; Hon. James M. Beck, Hon. Wayne MacVeagh, Rear-Admiral Peary, Yves Guyot, Baron D'Estournelles de Constant, Dr. Milton J. Roseman, of Harvard University Medical School; General W. C. Gorgas, surgeon general of the United States Army.

A number of leading daily newspapers in various sections of the country have become associated with the *Public Ledger* in this work.

## Tedford With Dorland Agency

James A. Tedford, for four years manager of the New York branch of the Wyckoff Advertising Agency, until its recent dissolution, has joined the Dorland Advertising Agency, of New York. He was for two years vice-president of the George B. Van Cleve Company and two years with Lord & Thomas, in New York.

## Walter A. Olsen Leaves New York

Walter A. Olsen, for three years past advertising manager of *Dry Goods*, has become advertising manager of the Kohn, Furchgott Store in Jacksonville, Fla. He will act as associate editor of *Dry Goods* while executing the duties of his new position.

## YOU GET RESULTS

If YOU have lantern slides that show up your goods.

You furnish the slide—the dealer has its message displayed upon the screen at a moving picture theatre to be seen, read and re-read by thousands.

You and your dealer both profit.

A really attractive slide will make it much more profitable.

Send us your matter and let us make you a free sample.

Prices right.

**COLUMBIA SLIDE CO.**

19 So. Fifth Ave.

Chicago

## "You Print That Story —One Word of It—and I'll Smash Your Paper"

Elias M. Pierce, President of the Dry Goods League, and the biggest power in Worthington, was speaking. Could a newspaper live without department store advertising? That was the question his threat raised. Hal Surtaine, owner and editor of the Worthington *Clarion*, thought it could, and he was right. Just how he managed is told by a man who knows the newspaper game inside and out, in

## The Clarion

By Samuel Hopkins Adams

"The most interesting novel of the season."

At all bookstores or by mail.

\$1.35 net.

HOUGHTON MIFFLIN CO.  
BOSTON NEW YORK

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 63.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 7, 1915

## What Salesmen Should Know

If you are going to send your salesmen to school, what are you going to have them study?

"I took on a bright young fellow last year," said the sales manager of a hat-manufacturing company at a recent advertising dinner. "I kept him inside for a few weeks, learning the ropes. I give you my word that by the end of that time he did not know much more about a hat than that it was something to wear on the head and that the hole was where the head went in."

But this young man, it appeared, was keenly alive to advertising. He ate up everything he could learn on the house campaign and asked numberless questions as to why and how it advertised and what good it did the dealers and what dealers thought about it. When he went out on the road most of the force thought he would be turned back at the first town because he knew nothing about hats. But he turned out to be one of the best business-getters in the whole force.

"The reason, of course," said

the sales manager, "was that he talked *selling and advertising*. If he had gone up against those Weisenheimers who had sold hats before he was born and had tried to talk technical hat talk to them, they would have shooed him out of the door. But when he came to them talking the kind of language they wanted to hear, about what the company was going to do for them in the way of moving the hats, showed them the advertising and centered the whole discussion on how to *sell* the hats, they listened and gave him orders."

There are many lines where it would not do to take the dealer's knowledge so completely for granted, but there are very few where it does not pay to teach the salesmen more about advertising help. Stocking the dealer is only part of the work to be done. And many an advertising campaign has been spoiled by encouraging or permitting the dealer to lie back and wait for advertising to do all the rest of the work. To get the best results he must co-operate and it is the salesman's business to-day to see that he does not only buy but co-operate, whether in local advertising, window display or downright selling, enthusiasm is relatively immaterial. If he is worked up to understand what advertising means and to want to do his share, he will find a way to do it. The salesman who knows advertising as well as his goods is the one who can make him do it.

## Cutting Out Substitution

When several months ago, the Owl Drug Company, of San Francisco, one of the largest drug chains in the country, notified manufacturers doing business with it that it expected them to "co-operate" in making good on the chain's guarantee, it mentioned an inducement for the manufacturers to do so. The latter were to receive "unhampered opportunity for the sale of their products." Substitution was denounced and misrepresentation by retailers of

standard goods pronounced as worthy of the "extreme penalty for libel."

On the face of it, this enlightened policy was little more than making a public virtue of a private necessity, inasmuch as the chains and department stores have long found it impolitic to substitute aggressively and unprofitable to substitute diplomatically.

But it appears from recent correspondence with the Owl company that the chain meant, or, at any rate, has now grown to mean, far more than a mere forbearance to substitute. It has not only discharged salesmen who have tried to divert the customer's preference to its own private or commission brands, but it has instructed its selling organization that its private brands must not even be mentioned to any customer who has expressed a preference for a standard brand. President Miller writes:

If a can of Lyon's Tooth Powder was sold, our clerk would endeavor to sell a tooth brush, or dental floss. If a Prophylactic Toothbrush was sold, the clerk would endeavor to sell our own tooth powder. But under no circumstances are our clerks permitted to sell our own tooth powder when Lyon's Tooth Powder is called for, or our toothbrushes when Prophylactic brushes are requested.

It is unequivocally denied by Mr. Miller that the clerks are permitted even to suggest that the customer may like to try the store brand in place of the standard brand next time. The customer not only gets without debate what he or she wants, but does not even hear another brand mentioned. The competition of the brands is confined to advertising, window display, store display and the like. This is Mr. Miller's assurance.

Certainly a very advanced stand to take. It is no more impressive, however, than the situation it reveals as existing in this line. National brands are shown to be protected by advertising even in the stores of powerful chains. The latter cannot push their private brands against the standard brands through salesmen. The customer must be won before she enters the store or reaches the counter. The public is willing to

be educated, but resents being led. It is thus a job for advertising. Advertising men have naturally taken this view before, but we have never seen a more striking confirmation of it.

### **Knowing When to Stop**

As any veteran salesman understands, it is quite as important to

know *when to stop* as to understand *where to begin*. That applies to printed salesmanship, as well as to the oral variety. Of course, the salesman has the advantage in knowing when to stop, because he is face to face with his prospect, and can tell by the droop of an eyelash, the tone of voice in which assent is given, or by some other subtle means just when the time comes to drop the argument and produce the order-book. The advertising man cannot be guided by such visible signs, yet a good deal depends upon his recognizing such signs as there are, and stopping at the right moment. Overpersuasion is a boomerang.

The point is well illustrated in the story of the Northwestern Expanded Metal Company's campaign for "Kno-burn" Metal Lath, which was published in a recent issue of PRINTERS' INK. No elaborate follow-up—only a book which tells the whole story, and for which the prospect pays ten cents in real money. It may be a year or two before the prospect builds a house, but the company does not keep after him in the meantime. It relies upon his retaining the book which he has paid for and retaining his interest in the subject which is presented with conviction. The story calls to mind a letter which was written to PRINTERS' INK by its founder, George P. Rowell, back in 1908, which expresses in his own inimitable way the effects of a too persistent follow-up.

"A few months ago," he wrote, "I saw in an American paper I was reading in London an advertisement of a motorboat, made in Detroit, and, having in mind a summer spent at this pleasant resort, I wrote for a catalogue to

be sent me at my hotel in New York. The catalogue came and was plain and satisfactory. I decided on the boat to buy, but delayed the order for a day or two, because there was no hurry. A day or two later I was surprised to receive a form-letter from the boat-builders, proposing to nail my order by certain concessions in price. Not being pressed with business, I devoted a few days to trying to study out in what respect the new proposal had advantages, when I was amazed to find myself in receipt of a third and still different proposal, which mixed me up still more.

"Without the 'follow-up' system I should now be enjoying a motorboat on this beautiful lake, but on account of it I fear I shall never know how great a blessing I have missed."

After a man is once convinced, it is wise to let him alone so far as further argument is concerned. Overinsistence usually does one of two things: it raises the presumption that the advertiser himself doubts the efficacy of his own goods, or serves to suggest a lot of new objections to the prospect's mind. There is no formula for knowing when to stop. Frequently the right place can be discovered only by experiment. But the right place always exists, and is always to be found.

### ***Redeeming Non-Produ- cing Salesmen***

In several recent issues of PRINTERS' INK articles have appeared dealing with the redemption of individual salesmen who were "near failures." The facts have been presented from the view-points of many different lines of business, and have shown the effects of the right kind of influence upon salesmen working under widely differing conditions. But on one main point the experiences seem to agree; namely, that it is seldom possible to change men from non-producers to profit-producers by wholesale, but that each man must be handled as an individual, and the method employed must fit his particular case.

It is the only natural and rea-

sonable conclusion, of course; but we sometimes grow so accustomed to thinking of the "sales force" that we forget that it is composed of human units, each with his peculiar outlook on life which has a far greater ultimate effect upon his producing power than all the "ginger-up" bulletins the sales department can send out. Take, for example, the first case mentioned by Claude L. Matthews in PRINTERS' INK recently; that of the young salesman who had inherited an attitude of pessimism from a former connection. That attitude colored all of his dealings with his customers, but the company never found out about it until it was just at the point of firing him as incompetent. If the firing had been done at long range, based on the data supplied by the sales sheets alone, the company never *would* have found it out. But a personal investigation by the sales manager located the trouble, and the salesman became one of the best in the company.

Some men will respond to the stimulus of a prize offer; others will not. "Tell your wife that the company will give you a Victrola for Christmas," said a sales manager to one of his men, newly married, "if you make your quota by December first." The quota was made, not for the sake of the prize, but because the salesman wanted to make good in the eyes of his young wife. Knowledge of conditions enabled the sales manager to supply exactly the right tonic at the right moment.

Of course, it means an expenditure of money and of valuable time to investigate these cases individually, and the expenditure can be "saved" by adopting a system which automatically applies to each man the same stimulus and the same standard of measuring his value to the company. Such a system can be worked at long range, but there is a question how much it really "saves." A concern which is careful with its statistics says it costs \$500 every time a salesman is fired. The possibility of stopping such a loss ought to be worth at least a searching personal interview.

## Foreign Opportunity and Difficulties in the Way

Trade Awaits Us in South America, and Nobody Else Prepared to Get It—A Pre-requisite Is an Export Department, Which Will Conform to Customs of the Buyer

By Thaddeus S. Dayton

WHEN war slammed shut the door of European trade, others flew open. They lead to lands that are ours for the entering. They are Latin America, Africa, the Orient—practically all the world that is not at war. Our permanent tenancy depends on our commercial courage and tenacity of purpose, especially when the former occupants, done with fighting, come back to oust us. But such a stupendous trade opportunity does not come to a nation once even in a century.

The explosive unexpectedness of it found American merchants and manufacturers without plans for commercial mobilization, although they had been talking of such things for years. The sudden vanishing of old landmarks of trade and custom is so recent that the nation's traders are only just beginning to recover from their nervous shock and are trying to readjust themselves to the new conditions. They are now getting ready the first scouting expeditions. But it will be several months before they can gather their forces, throw out their skirmish lines and begin the great general forward movement to occupy the places in the markets of the world that war has left temporarily vacant.

### AUTHORITATIVE TESTIMONY

"Judging from reports and inquiries that we are receiving, the American merchant and manufacturer is waking up to the enormous new trade possibilities that all of a sudden are within his grasp," H. R. Eldridge, a vice-president of the National City Bank of New York, said to

PRINTERS' INK. He is in direct charge of carrying out that bank's recently announced policy of foreign development and expansion.

"This country is lucky," continued Mr. Eldridge, "without foreseeing it, we were better prepared to meet this great opportunity when it sprang up than we ever have been. In the first place, there is the new banking act, one of whose features was especially framed to stimulate our export trade. Then there is the recently established system of Government commercial attaches and traveling commercial agents.

"The American business man who has been too scared or too dilatory to go after the foreign trade, or did not because he was doing well enough at home, now will have these powerful factors to help him enter the new markets that he must seek. He is sure of getting the business at the start because all his competitors are away. The Government, the chambers of commerce and a number of other agencies are more than ready to instruct and help him. He will have a special banking system to finance his business through New York. The machinery for handling a vast export trade is all on the ground today, ready to set up. In a few weeks it ought to be installed and running smoothly.

### NEED OF SPECIAL DEPARTMENT

"The first thing that the American merchant and manufacturer should do to-day is to establish in his organization a plant for taking care of this export business. He should put a thoroughly competent man in charge of it. Mistakes in the export trade are more costly and harder to rectify than in domestic commerce. He should have the foreign markets for his product studied by experts. Thoroughness lessens the chances of failure in any business.

"Singularity enough, outside of certain great corporations, like U. S. Steel, Standard Oil, International Harvester, and so on, I do not know of twenty manufac-

turers that have made any continuous attempt to export their products.

"To-day, all over the country, people are actively planning, but in an indefinite way, to get into the new foreign markets that have been thrown open so unexpectedly. But the question is: will they have the persistency to carry out their plans steadily and systematically for a period of years? That is what the Germans and the English have done, and that is one of the reasons why they have held the world's markets against all comers. Few persons who have not built up an export trade realize that it takes time and means a more or less heavy investment. Properly worked out, however, profitable business is sure to follow.

"The one thing that banks and chambers of commerce all over the country are now impressing on individual merchants and manufacturers is that there is no use in their going out after these new markets unless they intend to stick. It is obviously shortsighted—to put it mildly—for a manufacturer to go after this trade as a temporary expedient in order to get rid of an overplus of goods that the war has left on his hands. By systematic effort he can get a big, new trade that will make him all the richer when his old customers come back.

#### PROGRESS WILL BE SLOW, BUT OUGHT TO BE SURE

"Pretty good sized orders may be expected to arrive from South America almost any day. The other open markets should follow. The conditions almost everywhere in the world are the same. Stocks are low, and for the last year or so buying has been from hand to mouth. This, for us, is another big encouraging feature. The first large orders will come to us practically without solicitation, through established export and import agents in the various countries. These will give our business abroad its first impetus. Then it is up to us to keep pushing it.

"The merchant or manufacturer must find out what each section of the foreign trade wants, and how they want it. He must conform to the methods and the wishes of his customers; not try to make them follow his. That is the English and German way and it has been successful. Otherwise the foreigner will stop buying from us the moment he can get his goods elsewhere. Holding our trade, once we get it, is of the utmost importance.

"While there is a lot of real reason for optimism about our winning out on this long campaign, progress at first will be somewhat slow. Just now this country is like a merchant with a warehouse full of goods, an avalanche of orders, but no delivery wagons. The matter of an American merchant marine has to be settled; also the question of insurance. The Federal Reserve Banks are not yet completely organized. The establishment of branch banks in foreign countries must be first approved by the Federal Reserve Board. These and other things will take a little time to straighten out, but I have no doubt they will all be settled satisfactorily. Then it is distinctly up to the American merchant and manufacturer to get and to keep the foreign trade that he has been scolded about so much in the past, and with so little result."

#### WHERE WE STAND IN EXPORTS

A few figures are necessary in order to show the business what our principal competitors have been doing. The imports of the United Kingdom for 1912 were valued at \$3,741,000,000 and the exports at \$3,089,000,000; total, \$6,830,000,000. Germany's business for the same year was: Imports, \$2,754,000,000; exports, \$2,305,000,000; total, \$5,059,000,000. France: imports, \$1,735,000,000; exports, \$1,149,000,000; total, \$2,884,000,000. The United States, in the calendar year 1913, had a foreign trade of \$4,277,000,000, imports being \$1,793,000,000, and exports of domestic and foreign goods (chiefly the former), \$2,-



484,000,000, making an excess of \$691,000,000 on the export side.

Our yearly exports of manufactured articles are only about 6 per cent of our total production, which shows the comparatively insignificant position we have been occupying in the world's export trade.

South America's trade with Europe has been about \$2,000,000,000 a year of late. It is the biggest prize that lies nearest our hands, and, naturally, the one that the American merchant and manufacturer is turning to, first of all. In 1893 only 11.8 per cent of our imports came from South America. In 1913 the percentage was 12.01. Our exports to South America were 3.85 per cent of our total exports in 1893, and only 3.93 per cent twenty years later.

Everyone who has had experience in such matters agrees that about all we need in order to pick up and keep the fat pocketbook that has just been dropped is just plain, common business sense. The average American merchant can realize without difficulty a prospective customer in a city a hundred or two miles away. But when he is in Rio or Hong Kong he becomes something so far off as to be hazy and intangible. It is not our business habit of mind to do long-distance thinking. But goods are sold in exactly the same way to a customer in Herkimer as to one in Hong Kong: by advertising, circularizing and by sending salesmen. There is no mystery about foreign trade. It involves taking a little more pains and a little more time. The same old business methods and principles will work equally well in Cairo, Illinois, and Cairo, Egypt.

Obviously it is necessary, when opening up a new territory, here or elsewhere, to find out as much as possible about it, and what is needed there. A good many American seekers after foreign trade have been as ignorant, but none as lucky, as the Newburyport merchant who sent a big shipment of long-handled warming pans to the West Indies a century ago. He thought because there was a

big demand for them in wintry Massachusetts that the Cubans were crying for them. His ship captain took off the lids and sold them for molasses ladles.

#### TRADE MUST BE PLEASED

The first thing to do in opening up a new foreign market is to find what the trade wants. The best way is to send an intelligent man—a trade scout—to investigate and report. If this seems impracticable because of the cost, the information can be gathered from books and pamphlets issued by the Federal Government, by trade papers, by commercial agencies and by other investigators. Enough data can be gathered from such sources to enable the aspirant for foreign trade to shell the position by proper advertising and circularizing before he makes his assault in force.

It would seem perfectly obvious that this appeal through the printed word should be in the language of the country addressed. Too many American merchants and manufacturers, however, have the idea that English is spoken by all the peoples of the world—or that if it isn't, it ought to be. South America, however, speaks Spanish, except in Brazil, where Portuguese is the vernacular. Yet every year tons and tons of circulars in English are fired at South America through the mails. Naturally they attract no more attention than a handful of blank cartridges popping in a thunderstorm. The American manufacturer in Ohio would not give a second look at a circular in Spanish naming prices f. o. b. Tlalnepantla, Peru. Neither would the merchant in Innocencio de los Andes, Argentina, try to solve the mystery of a booklet in English about machine tools.

Even if the foreign merchant does read English, prices f. o. b. factory in the United States do not interest him. The American system of trade discounts—"thirty, three tens and two with sixty days dating," for instance—is unknown in South America. The foreign merchant always wants to know what the imported goods will cost

him in his national currency delivered at destination, or, at least, with cost, insurance and freight paid at his nearest seaport.

"I will now go over to the post-office and buy my United States mail" is a remark that may be heard almost every day in every city of South America. This means that about 95 per cent of the mail that the merchants to the south of us receive from this country arrives understamped. It takes six cents gold to get one of these letters out of the post-office, and then the chances are it will be an appeal for orders—and in English.

There will be a growing demand for commercial travelers to go to far countries to sell American goods. The selection of such men cannot be made with too much care. If a man speaks the language of the country that he is going to, so much the better; but it should be remembered that mere linguistic ability will not sell goods or make up for a lack of intelligence in other directions. A great American specialty manufacturing concern has a star salesman in its employ whose territory is the whole world. He has covered it continuously for more than a score of years, and has introduced his house's product in every out-of-the-way corner of the earth as well as in the centers of population of every land. Yet he speaks nothing but English. But he is an exception.

A feature of the foreign trade that is very important, but which is overlooked by most persons, is that one of the reasons the English, Germans and French have the lion's share of the foreign trade is because they have established wholesale and retail stores everywhere and carry large stocks of merchandise. In every South American city it will be found that the Germans are the principal hardware dealers, the largest retailers of glassware and crockery and of drugs. The English go in for machinery and industrial accessories, and the French control the trade in dry-goods and jewelry. While the

minor clerks in all these establishments may be drawn from the natives of the country, the remainder of the employees from the heads down are German, English or French, as the case may be.

#### STUDY OF NATIONAL CHARACTERISTICS REQUIRED

The commercial representatives of these nations are very clannish in these foreign countries. Each trades to the utmost extent with his own home land. The Germans place their orders with the great export houses of Hamburg, the English with those of London, and the French with Paris. Only when they can buy much cheaper in America do they send their orders to New York. Now that the European sources of supply are closed, practically all these orders will have to be sent to America until the wars cease and industry is re-established.

It is by means of these large investments in stores and stocks that the Germans, English and French have secured their permanency and supremacy in the markets of the world. If the American merchant and manufacturer wishes to compete with them, he will have to fight for the trade in the same way. Hitherto he has contented himself for the most part with establishing agents for his goods and looking for them to send him orders by mail. But that way of getting business has not worked out well. The biggest machinery house in Buenos Aires, Argentine is an English one. All its tendencies are British, naturally. It gave in an advertisement recently a list of foreign concerns for which it was agent. In this list were 38 British firms, 1 Australian, 1 Canadian, 5 French, 1 German, 1 Dutch, and 129 American. Yet there is no flood of American orders from that source.

Another thing that we Americans should remember now that we are thinking about getting after the export trade in earnest is that while human nature is the same under every sky, the over-

lying veneer differs widely, East and West and North and South. It is quite as important to study racial and national characteristics as it is to inform one's self about business laws and customs of foreign peoples.

The way to get on the right side of the Latin-American, for instance, is to make a polite fuss over him and never forget to keep it up. He expects it. He doesn't know of any other way of doing business. He would as soon think of sitting down to dinner in his pajamas—with the King of Spain, for instance—as he would of sending a check in payment of a bill without writing a letter of transmittal filled with as many courteous phrases as a note from one ambassador to another. In reply he expects an acknowledgment, profuse in its thanks for the check, florid with felicitations and generous with hopes for himself and his continued prosperity.

This sort of thing is especially necessary in selling goods. The salesman cannot "make" two or three towns a day anywhere south of the Rio Grande. If his manners are agreeable and he "knows how to savor sordid business with the sweetness of his courtesy," as Mr. Carnegie once said of Mr. Perkins, he will have to spend a fortnight to three weeks in every important place. The first few days no business is mentioned. Other topics of mutual interest are discussed. Innumerable cigarettes are smoked, there are leisurely lunches at the clubs, and finally the merchant mentions casually that he may need a few goods. The salesman expresses a polite wish that he may be of service to him, and then the matter is dropped. Only when most social topics have been exhausted is business taken up. Then the order is likely to be big enough to be worth all the time it has taken to get.

These are only a few of the "high lights" of the foreign-trade problem. To grasp it thoroughly and understandingly is not a matter of days or weeks, but of months and years.

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## They Say Opportunities Are Many and That Men Are Scarce

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Here is a modest, truthful story of myself. Perhaps it will attract your inquiry.

At present I am Sales Counselor to a half dozen manufacturing plants in a Mid-Western city. Before that I was for seven and one-half years Advertising Manager of the two largest organizations of their kind.

My last position I held five years. I had quite a department and spent \$60,000 yearly. I left to make myself a broader man.

For three years I have closed accounts, planned and handled them complete. I have worked on propositions of every kind, have organized sales conventions and sales systems; have been a trusted, confidential man and my clients will tell you that I represent "safety first" in investment.

I know various lines of retailing from study and personal contact; have written dozens of articles on costs, profits and retail up-building; know considerable about Australian and South American business and how to get it.

My whole life has been "selling." But I have tried to broaden myself, to gain a knowledge of general business by study and association, and that is what I have gained in my present occupation.

I would rather sell merchandise than "brains." I would rather concentrate on one thing, study it, live it. I would like to work with a really big man who believes in the policy of service, who needs a younger man as a "runner-up."

I hope to become a part of some business eventually. To any man who will write me as to what he needs, I will send a carefully prepared letter detailing my entire business life and will put him in touch with manufacturers who will confirm my statements. Address "B. S.," Box 234, care PRINTERS' INK.

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## Making the Truth "Sound True"

## How Some Technical Advertisers Meet the Natural Skepticism of the Trained Man—Some Variations of the Testimonial Idea—"Giving the Floor" to the Recognized Expert

A PIECE of advertising copy may tell the truth in every detail, but if it doesn't *sound true* it isn't good copy. That's the main reason why trained copy men are needed. If advertising were simply a question of telling the truth about a product, anybody who knew the facts could write the copy, and the advertising business would be limited to the functions of placing and checking. But the success of an advertising campaign depends largely upon the confidence which the copy inspires in the public to whom it is addressed, and that confidence depends chiefly upon the way in which the facts are presented. The classic instance of the man who tried to sell gold dollars for a nickel apiece, is in point; they were perfectly good gold dollars, and he told the truth about them, but nobody believed him.

Every advertiser, in whatever field he may be, is confronted with the problem of getting his message believed. It differs in intensity, but it is essentially the same problem the world over. A certain number of people will believe the first time; others require many repetitions and many shifts of the argument before they are converted; some remain unmoved until the particular angle of the product which exactly fits their personal circumstances is presented. Merely telling the truth will not suffice: the truth must be cut to fit a large variety of conditions.

Probably there is no class of men who are more skeptical, as regards products in their own fields, than the readers of technical publications. Not that they are *unwilling* to believe, for it would be hard to find a class of men who are, on the whole, more

progressive or more willing to adopt improved methods; but their training has taught them to discount mere claims, and to rely upon certain standards of comparison. Copy which succeeds in getting the confidence of the technical man is of interest to advertisers in the general field, as well as those who are selling technical products, because of the very fact that the technical man's confidence is harder to get—though he is apt to be more loyal than his lay brother after his confidence is once secured.

It is worth while, then, to examine rather critically some of

# Will You Take the Word of a Brother Engineer About The O.I. Co. Disc?

Here it is:

On January 17/18 I put into service one 15-hp disc which you may see in my shop. I sold the valve engine last Saturday and sold the disc in the same order. The two directly brought higher than the valvetank disc did in its service but the valvetank disc cost more than the disc.

In the enough, however, to show that your disc is superior—more so. If I take man, the expert steam engineer and owner on Steam and Electrical Engineering of New Haven, Conn.

Two new conventional steam engines in power plants everywhere are proving the O.I. Co. Disc. No more of efficient service.

## Get One of These DISCS FREE

That is the best reward you can brother engineers are willing to give you for a disc that has saved the value perhaps as low as that of your own, longer service than that of any other disc. You can't break or get out of one pressure up to 115 pounds.

Don't be too to try this value more of several companies. Send for your size now. We'll send to you free. Big size free.

### The Ohio Injector Company

118 South Main St. Wadsworth, O.

(FIG. 1) GIVING THE FLOOR TO THE ENGINEER

the devices which have proved successful in getting technical readers to the point where they are willing to make a test to prove the advertised claims.

In the technical field there are a number of copy methods used to create confidence, these methods varying with the proposition. For example, it is often desirable that a general sweeping confidence be created in a product, while in other cases it is necessary to be specific. Creating confidence may employ the human factor or it may concern itself with service



A little further on in the copy it will be noticed that a section of the letter has been used to make a subhead. "I have put in fourteen more Rochester Automatic Lubricators," stands out boldly.

In this advertisement confidence

ments lies in their simplicity and directness. There is no beating around the bush—no extravagant or overdrawn expressions. And the copy is a continuation of the same idea, the human factor playing an important part:

"I was up against it—hard.

"The drilling department was not up to the efficiency of the other departments. Something was the matter, and this condition reflected on me. I felt that I was being 'sized up,' and the feeling was mighty uncomfortable.

"One day I acted on a sudden impulse. I had heard and read of the service offered by the Hoefler Manufacturing Company applying to the solution of just such troubles as mine and I resolved to throw the burden on their shoulders.

"I went about it quietly for I did not want to say too much about my plan until I knew how it was going to work out. . . ."


The remainder of the copy takes up what happened when the letter was written and closes with the sentence, "I get a letter every now and then asking how things are going and offering to be of any further possible assistance."

This advertisement is distinguished from Figures 1 and 2 by the fact that it is woven out of clear sky and without a word of material as a working basis. It is also evident that the purpose of the advertisement is not so much to secure direct sales inquiries as to strengthen the confidence in the service offered by the company. It is a good example of what may be done, unaided by outside arguments, to put into an advertisement the germ of confidence.

#### ANOTHER TYPE OF HANDLING

Some products are of such a nature that to create confidence in them calls for a different type of handling than the style just discussed. Venturi Meters, for example, the product of the Builders Iron Foundry, are highly technical and scientific in their application, furnishing all the hydraulic information necessary for guiding the economical operation of water

Page 9—The Venturi Page  
Series II.—Venturi Engineering News No. 5



What Eminent Authorities  
Say About Venturi Meters

<p><b>For accurate measurement of the quantity of water flowing through large pipes, as in making tests, probably the best form of meter is the Venturi.</b></p>	<p><b>The meter is extremely used for the measurement of water and other liquids and its capacity and accuracy are greater than that of any other large jet device.</b></p>
<p><b>The meter can be made for pipes of any diameter and the precision of results obtained is independent of its size.</b></p>	<p><b>This is one of the best means of measuring large quantities of water passing from a reservoir into a main pipe, the head loss is small and the results obtained very accurate.</b></p>
<p><b>It is, however, certain that the calibration of Venturi Meters is so accurate that only relatively methods of the very best kind, operations can be employed to check it.</b></p>	<p><b>For accurate measurement of the quantity of water flowing through large pipes, as in making tests, probably the best form of meter is the Venturi.</b></p>

**Venturi Meters**

**Builders Iron Foundry, Providence, R. I.**

(FIG. 4) EXPERT COMMENT ON A HIGHLY TECHNICAL PRODUCT

is created by the fact that headlines, copy and illustration are all outside the company. By studying almost any testimonial letter it will be found possible to make it do similar duty.

The advertisement of the Hoefler Manufacturing Company (Figure No. 3) is a direct attempt on the part of the advertiser to create confidence in his product by illustration, appeal and strong copy. The headline, "I Know That Driller Is a Good One," coupled with the figure pointing to the machine gives a first impression of reliability. Getting down into the subheads the same feeling prevails:

"The Company Solved My Problem."

"They Installed the Right Machine."

"They Are Keeping Track of Results."

The strength of these state-



works, hydro-electric stations, sewage disposal plants and a large number of manufacturing processes. As the advertisements for such devices are directed to the engineering profession the sanction of men high up in the field counts for a great deal.

Figure No. 4 shows how the company made practical use of this idea by quoting the opinions of six eminent authorities whose names are known and respected. Much the same thing is being done in the general field by Sanatogen, quoting the remarks of prominent physicians.

There are many things being done in technical advertising which lie just on the border of a main desire to create confidence, but as other aims govern such advertising they cannot be discussed under an article dealing strictly with advertisements prepared to merely strengthen confidence in the device being advertised. It is difficult to draw the line, however, for even the advertisements written to increase

the reader's trust are aimed in the end to sell. In this "border-land class" might be mentioned copy which deals with a machine's output and gives time figures in connection with the argument, advertisements which show a machine tool buried beneath a pile of chips of its own making, and copy along kindred lines.

Technical advertising is crowded with examples similar to the ones mentioned and many of the ideas may be applied, with certain modifications, to the general field. Technical advertising has much to thank the general field for, yet it has progressed to a point where the general field can demand and receive a refund.

The Quaker Valley Mfg. Company, Aurora, Ill., has started a campaign in newspapers throughout the country on the Sweet Home Ball Bearing Sweeper. A sweeper is offered any reliable housekeeper, without advance payment on condition that it be used for thirty days. The ad contains a coupon which is in the form of an agreement to pay for the sweeper at the end of thirty days if it proves satisfactory.

## Twenty Minute Exercises for Busy Men

If you belong to a club where you have the use of a gymnasium, and can spare half an hour a day, you can keep in prime condition. How to do this is told in the January GOOD HEALTH, in an article bearing the above title, written by Prof. F. E. Miller of the Battle Creek Sanitarium. GOOD HEALTH is the magazine of "basic efficiency." It teaches you how to keep well *without drugs*—by natural health means. The magazine is issued monthly and the price is only \$1.00 a year. This price, however, is good only until March 31st, 1915. After that date, the price of GOOD HEALTH will be \$2.00 per year—just double. You save \$1.00 by subscribing now. Sample copy of GOOD HEALTH, containing Professor Miller's article, may be had FREE for the asking. Address—

**GOOD HEALTH PUBLISHING CO., 1801 W. Main St., Battle Creek, Mich.**

Easiest selling merchandise in the store

# 1847 ROGERS BROS.

*"Silver Plate that Wears"*



**The Cromwell**  
A design of beautiful simplicity.  
Sold by leading dealers.

INTERNATIONAL SILVER CO., NEWYORK, CONN.  
SUCCESSORS TO ROBINSON SILVERWARE CO.  
The World's Largest Makers of Sterling Silver and Plated.

Send for  
catalogue "P"



## The Little Schoolmaster's Classroom

IT is always interesting, and frequently instructive, to see how thoughtful men of affairs not directly connected with the advertising business regard advertising. The Schoolmaster has been reading the stenographic report of an address by Harrington Emerson before the Adcraft Advertising Course of the Detroit Board of Commerce, and has found it stimulating.

Mr. Emerson is not at all in accord with those sympathetic souls who, from time to time, have criticised advertising because it makes people want a whole lot of things which they cannot afford. Indeed, the speaker seems to be convinced that the creation of new and higher desires is one of the greatest benefits which advertising is responsible for. Those new desires, he says, counteract the chronic tendency to be satisfied with present conditions, and arouse in men the ambition to go out and work the harder in order to obtain the things they want.

"What we need," he declared, "is a stimulus to do more, to achieve more, to produce more, because the greatest wealth that any nation possesses is not its mines, is not its agricultural wealth, is not its merchandising, is not its factories, but it is the latent capacity of the people. Take such a people as the Swiss. In six great respects Alaska is better than Switzerland. It has tremendous resources of virgin forests; Switzerland has practically none. It has great stores of gold and silver and copper and lead and tin; Switzerland has none. It has great fisheries, the greatest fisheries in the world; Switzerland has none. It has, in proportion to its area, greater agricultural possibilities than Switzerland, over a hundred thousand square miles suitable for agriculture. It has a tremendous seacoast; Switzerland has none. It has its great fur industry, and

Switzerland has none. And yet, if Alaska were as densely populated as Switzerland, it would have one hundred and twenty million inhabitants. Now the Swiss have marketed what? Natural resources? No. The Swiss are a people who take a block of wood that was worth ten cents, and convert it into a carving worth one hundred dollars. They will take a ton of metal, steel, brass, and so on, and put it together in such a form as to make it worth four million dollars. They take cotton thread that they buy from this country at twenty cents a pound, and they convert it into lace that is worth two thousand dollars a pound. These latent capacities are what we want to develop, and they are what we wish to stimulate. We want to persuade people,—stimulate them,—to do more than they are now doing."

\* \* \*

Mr. Emerson is of the opinion that advertising is one great developer of latent capacities because it is continually reminding people of things which they do not possess, and is skilfully stimulating the desire to possess them. And, by the way, the Schoolmaster remembers that somebody once complained rather vigorously about the lack of a sense of humor among efficiency experts. Mr. Emerson seems to disprove that contention in the opening paragraph of his speech, when he hands a sly dig to the advertising fraternity by quoting the following words of The Almighty from the prologue of Goethe's "Faust": "Man's activity can all too easily wilt. Too soon he loves easy-going laziness. Therefore do I give him a tempter who stimulates him, and like a very devil works."

\* \* \*

The Schoolmaster has forgotten the name which logicians give to the gentle art of answering a question by giving, at great

length, facts and figures which are not called for, and which are of no value without the direct answer. But there is such an art, and, sad to relate, it is sometimes manifest in circulation statements. There is one such statement reposing on the Schoolmaster's desk, from a trade-paper publisher who evidently believes with those of the old school that the quantity of his circulation is nobody's business but his own. He bows, however, to the pernicious, latter-day sentiment that advertisers should know what they are buying, and gives an extended "analysis" of his circulation. Let anyone should doubt he states at the outset that his paid subscribers buy merchandise to the extent of \$584,224,800 per annum, and that his publication "practically blankets its field."

\* \* \*

Then come the figures. Lists of commodities purchased, in supplies, building material, equipment, etc., carefully tabulated with the amounts per annum; the percentages of owners, managers, officers, etc., on the subscription list; the distribution of the circulation by States, carefully calculated in percentages; the volume of business controlled by subscribers: the total number of cities in the United States of 3,000 or more population, with the sapient remark that there is a limit to the amount of real circulation any paper can get. "We ask you to keep these figures in mind when reading circulation

statements," is the concluding sentence. But one searches in vain through the five printed pages in the endeavor to discover how many subscribers the publisher is talking about. The Schoolmaster notes with interest that 5.78% of them are in Ohio, but whether that represents three subscribers or three hundred cannot be ascertained. A careful study of the document brings one to the conclusion that this medium has a circulation of more than 1,000 and less than 25,000.

There is a maritime creature called the squid, which, when it would escape from its pursuers, exudes an inky substance into the water and departs under cover. Sometimes statistics and percentages are used to the same end—to effectually conceal the facts, and at the same time to thoroughly bewilder the seeker after them. The day is almost at hand when publishers who emulate the squid will find that advertisers will insist upon the main fact, and will take that or nothing.

And when that day dawns the Schoolmaster firmly believes that the publishers will find that the joke is on them. He thinks that most publishers who carefully conceal their circulation figures really possess more circulation than they get credit for. If the publisher who made the obscure statement referred to above were suddenly to print the actual figures representing his list of subscribers, advertisers would probably be surprised to find that he had so many.



## Your Direct Advertising —Is It Securing Results?

CASLON service is devoted solely to *Direct Advertising*. We plan and layout direct-by-mail campaigns in their entirety—the writing, illustrating, engraving, printing and mailing. Our staff of experts study the merchandising side of each client's business, and furnish an intensified plan of co-operation.

Write today for the Caslon Plan.

**THE CASLON COMPANY**  
DIRECT ADVERTISING

300 Leader Building

Cleveland, Ohio

## WANTED!

### \$149,040 Worth of GAS ENGINES

Our subscribers tell us that's the amount they want this year. Our booklet, "The Bullion from the Melting Pot," gives you definite facts on a big, new market. Ask for your copy.

#### HOSPODAR

America's Only Bohemian Farm Paper  
523 So. 12th Street, Omaha, Neb.

## The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

**LIFE ANNUITIES**—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

**MONTHLY INCOME INSURANCE.** Annual saving on premiums of 25% to 40%.

**J. A. STEELE, 170 Broadway, NEW YORK**

No Agricultural List is Complete Without

## UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

Pays Farmers Who Read It—

So, Pays Advertisers Who Use It  
Samples, Rates, Particulars Cheerfully Given

### UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **131,428**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 55c.

## Poster Stamps

THE most convenient way of collecting poster art. We have a few copies of the "POSTER PACK" containing many beautiful and rare specimens.

15 cents postpaid

**STANDARD PUBLICITY SERVICE**

710 Perry Bldg. Philadelphia, Pa.

And speaking of figures—it is astonishing to see what can be done with them if we can conveniently ignore certain factors. Here is an advertiser of store equipment who shows incontrovertibly that an increase of sales amounting to 33 1-3 per cent will more than double the profits, and that a similar decrease in sales will turn a five per cent profit into a loss. That is, provided that expenses do not show any increase or decrease along with the sales. As a correspondent of the Schoolmaster puts it: "Hats off to the man increasing the business from \$100,000 to \$133,333 without increasing expenses one penny. Heaven help the luckless mortal reporting to a board of directors that the business had decreased from \$100,000 to \$66,667, and he not able to cut expenses one cent."

\* \* \*

Details of still another advertising exhibit for schools come from the Pelton Water Wheel Company, San Francisco. This concern makes a small laboratory model of its tangential water-wheel, which it sells to technical schools at a price slightly below the cost of production. The model has glass sides, so that the operation of the model can be readily observed. The company states that nearly all of the prominent technical schools in this country have been supplied, as well as schools in Canada, Europe, Australia and Japan.

"One of the essential features of design," says the company, "is the shape of the buckets against which the water impinges. This has brought out some very interesting features, inasmuch as many of the schools have removed our buckets and placed on the wheel rim buckets similar in design to those of our competitors. Inasmuch as our equipment is bought almost entirely by engineers, you can appreciate some of the advantages such an exhibit has in the hands of the men who in a few years will be spending their clients' money for apparatus such as we build."

## Association to Increase Advertising Expenditure

At the recent semi-annual meeting of the Southern Cypress Manufacturers' Association at New Orleans, La., it was decided, on account of the success of the association's advertising campaign, to increase the expenditure. Association dues have heretofore been 5 cents per thousand feet cut by each member, with a 15 cent advertising assessment. It was voted to make a blanket assessment of 25 cents to cover dues and advertising. E. G. Swartz, of Burton, La., was chairman of the advertising committee. Secretary George E. Watson stated that the money which has been available was not enough to permit the extensive use of farm papers, which are now deemed very important on account of the expected heavy buying in the next six months by prosperous farmers of the grain belt.

R. H. Downman, of New Orleans, showed by comparison with an Eastern pine association's experience during the past year that the latter might have been saved a serious shrinkage in mill averages had it been fortified by a comprehensive advertising campaign such as has been conducted by the cypress people during the last four years. Mr. Swartz, chairman of the advertising committee, said that the great increase in consumption of cypress through retail yard channels had enabled members of the association to hold their own in point of output and sales, though factory consumption has been decreasing. The retail sales are attributed almost entirely to the consumer advertising.

## \$500,000 a Day for Sears, Roebuck & Co.

SEARS, ROEBUCK & CO.  
CHICAGO, Dec. 19, 1914.

### Editor of PRINTERS' INK:

The figures contained in the Boston News Bureau bulletin of the 18th are substantially correct.

I have before me figures for orders only, not total pieces of mail, and find that for the two weeks ending to-day we have received a total well above 1,000,000 orders, at a sales average of nearly \$6.00 per order. Our sales for the year will be safely over the \$100,000,000 mark.

Regarding the recent increase in our grocery business, it is true that the stampede in food stuffs which occurred in August gave us a tremendous boost in grocery sales, but we have had a healthy increase over last year, in this department, all through 1914.

IRWIN S. ROSENFELS,  
Manager, Advertising Department.

## Frank J. Coupe Joins the Redfield Agency

Frank J. Coupe, who has been a member for some years, of the Ewing & Miles forces, has resigned to become second vice-president of the Redfield Advertising Agency, of 34 West 33rd Street, New York.



## Motion Picture Mailing Card

Interesting, forceful.  
An attractive novelty.  
Very clever for special

## New Ideas in Direct Advertising

Get out of the common circular rut! Successful result producer. Send for sample and prices.  
Willens Adv. Co., 5425, Dearborn, Chicago



## College Advertising

We know what and how the college men buy. We can put you in touch with the dealers they buy from. Ask us how we co-operate with manufacturers.

Collegiate Special Advertising Agency, Inc.  
503 Fifth Avenue, New York

## Wanted — Assistant to Advertising Manager

There is an opening in the advertising department of a large national advertiser, using general media, farm papers, class papers, etc., for a young man who can write correct, forceful English, and who has had some office experience. If you have had experience in writing copy and trade letters, so much the better.

While the salary will not be more than \$1,200 to begin with, the position offers opportunity for permanent employment and advancement.

In writing, please give particulars regarding age, experience, present employment, etc. Replies will be regarded as strictly confidential.

Address: "Advertiser," Box 235, PRINTERS' INK.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & COMPANY**  
ADVERTISING  
26 Beaver Street, New York  
Chicago Philadelphia Boston

### ADVERTISING MEDIA

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### ARTISTS

#### Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service  
131 East 23rd St. New York



**PAUL BROWN**  
COMMERCIAL ARTIST  
154 WEST 106 ST. ST. 1002  
NEW YORK CITY MUSEUM

MY DRAWINGS  
ARE ABSOLUTE  
TRADE-MAGNETS  
SKETCHES  
ON  
APPROVAL

### BILLPOSTING

**8¢ a Sheet Posts R.I.**  
LISTED, PROTECTED AND GUARANTEED SHOWING  
ADDRESS, LADYMAN BUILDING, PROVIDENCE, R.I.  
**Standish-Barnes Co.**

### BUSINESS OPPORTUNITIES

**LEADING** Financial and Commercial daily newspaper of large Western city, established over forty years, \$35,000 cash. Always paid large steady revenue. Now clearing over \$10,000 net. Can be greatly increased by right man. Best proposition of its kind in America. Owner retiring. Inquirers must give evidence of good faith. Address, Box 509, care of Printers' Ink.

### HELP WANTED

**ADVERTISING** manager for large department store. Must be over 25 and experienced in this line. Give full particulars regarding yourself and experience; also references and salary desired. An unusual opportunity for the right man. Address "Efficiency," 601 Plymouth Building, Minneapolis, Minn.

**ADVERTISING MAN** wanted to edit house organs. Good salary and steady position with large concern for man of broad experience and exceptional ability. Give references, salary, etc., and send samples of work. Replies considered strictly confidential. Advertising Dept., Box 91, Grand Central Station, N. Y. C.

**WANTED ADVERTISING REPRESENTATIVE BY NATIONAL PUBLICATION** in Boston to cover New England territory, in Philadelphia to cover Pennsylvania, in Chicago for Middle West and in Baltimore for Southern States. Only representative who is carrying one or more National publications and is established and well known in territory he covers need answer. All applicants must give full particulars in first letter including list of magazines handled. Box 519, Printers' Ink.

### POSITIONS WANTED

**ADVERTISING SALESMAN** — 10 years' experience as Agency, Newspaper and Magazine solicitor. Editorial and Copy Writer. Can create selling ideas and plans. Box 517, Printers' Ink.

**PUBLISHERS**—Advertising man of 10 years' experience in both buying and selling space desires position as representative of standard periodical. References as to ability and character that will satisfy YOU. Box 518, Printers' Ink.

**For Sale**—Youth, Energy, Initiative, experience and ambition—in the person of myself. I want to locate with a successful concern where I can learn still more about advertising and where a young man (24) earnest and with advertising training is needed. The price—a big opportunity and a modest salary until I make good. Box 511, care of Printers' Ink.

25% basis. Magazine or Trade Journal. 12 years' experience. Chicago and Western field. Age 30. Prepare copy and local news. Acquainted agencies and large advertisers. Highest references. Address Box 512, care of Printers' Ink.

### \$40 Man for \$25 A Week

I want an opportunity to serve in a business with a good future. My experience covers business management, soliciting, selling and promotion work. I am married—31—will go anywhere. Box 514, care of Printers' Ink.

**COPY MAN**—Now with large manufacturing concern doing National advertising. For good reasons wants change. Ten years' experience covering advertising, traveling salesmanship and newspaper work. For references and particulars address Box 510, Printers' Ink.

**EXPERIENCED** in the production of better class advertising literature, catalogs, booklets and magazines, a young woman (24) wishes to change position to one of greater opportunities; voiced in all branches of manufacture. Thorough knowledge of costs, estimating, art, engraving, paper, stock and general office routine. Box 513, Printers' Ink.

**ADVERTISING** manager at liberty January 15th. Young man, well qualified by excellent experience in the advertising, sales and mail order fields; a result producer; forceful sales "copy" for circulars, folders, booklets and "form" letters; highest references. Address Advertising Manager, The Atlas Paint Co., 101 Park Ave., New York.

### Why Not Me?

War forced me out of big N. Y. agency. I want hard, responsible work now with mfr., agency or publisher.

College graduate, 29, 3 years engineering with great elec. company; 3 years selling on road and managing N. Y. office; 3 years with agencies doing copy and plan on many campaigns. Modest salary. Write me a line. Box 515, Printers' Ink.

### POSTER STAMPS

**HUNDREDS** of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO COMPANY**, 28-32 S. 3rd St., Philadelphia.

### PUBLISHING BUSINESS OPPORTUNITIES

Well established publishing organization would buy another good trade paper. Box ZZ-764, care of Printers' Ink.

### PRINTING

#### GENERAL PRINTING CATALOGUE and BOOKLET WORK.

Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

THE WINTHROP PRESS,  
141 E. 25th St. New York

### STANDARD BOOKLETS

**HIGHLY SPECIALIZED** ability to write and design, and facility to print small and large editions of booklets, standardized  $3\frac{1}{2} \times 6$ , in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 28-32 So. 3rd St., Philadelphia, Pa.

# Printers' Ink

## A JOURNAL For Advertisers

If you are getting more than \$2 a year in value out of PRINTERS' INK you can square accounts with us by recommending some of your friends to subscribe.

## Roll of Honor

### ALABAMA

Birmingham, *Leader*, dv. Average for 1913, 89,002. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

### ARIZONA

Phoenix, *Gazette*. Average daily circulation 6 months ending Sept. 30, 1914, 6170.

### CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c.

### ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,531.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,668; Sunday, 10,576.

### INDIANA

South Bend, *Tribune*. Sworn average Nov., 1914, 13,632. Best in Northern Indiana.

### IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 48,595. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 6th year; Av. dv. 1913, 9,231. Daily aver., Apr. to Sept. 1914, 14,262.

### KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid 51,328.

### LOUISIANA

New Orleans, *Item*, net daily average for 1913, 25,664.

### MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,687. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,837. Sunday *Telegram*, 13,002.

### MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 86,888; daily, 76,733. For Dec., 1914, 76,235 daily; 61,825 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

## Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,822 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,388; 1913, 18,878. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,906. The "Home" paper. Largest ev. circ.

### MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for first 9 months, 1914, 113,166.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 159,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,603.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,063.

### NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,269; daily, 61,766; *Enquirer*, evening, 47,666.

Buffalo, *Evening News*. Daily average, for 1913, 92,379.

Schenectady, *Gazette*, daily. A. N. Lacey. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 112,497; Sun., 144,084. For Nov., 1914, 133,769 daily; Sunday, 162,588.

### PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 22,801; 23,692 av., Nov., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Reporter and Observer*, circulation average 1913, 13,875.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 18,186. In its 42nd year, independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Wilkes-Barre, *Times Leader*, eve. Gov. report Oct. 1, 20,468, gain of 1,290 net in 6 mos.  
 York, *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

## RHODE ISLAND

Newport, *Daily New*, (evening) 66th year. Covers field. Circulation for 1913, 4,718.  
 Pawtucket, *Evening Times*. Average circulation for 1913, 21,628—sworn.

Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). *The Evening Bulletin*, 47,602 sworn ave. net paid for 1913.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode island Sun to every 7 persons. Aver. cir., 1913, 8,630.

## VIRGINIA

Danville, *The Bee* (eve.) Average, Dec., 1914, 6,606.

## WASHINGTON

Tacoma, *Leader*. Average year 1913, daily and Sunday, 21,681.

Tacoma, *News*. Average for year 1913, 20,610.

## WISCONSIN

Janesville, *Gazette*. Daily average, Nov., 1914, daily 7,675.

Racine (Wis.) *Journal-News*. A. B. C. audit gives biggest circulation.

## SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for Sept., 1914, 19,489. Largest circulation in Province.

## Want-Ad Mediums

## CONNECTICUT

New Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

## MAINE

The *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

## MARYLAND

The *Baltimore News* carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

## MINNESOTA

The *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,411 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

## NEW YORK

The *Buffalo Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## Gold Mark Papers

## ILLINOIS

Bakers' *Helper* (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (©©). Actual average circulation for 1913-13, 17,266.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (©©).

Boston *Evening Transcript* (©©), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (©©). Only French daily among 75,000 French population.

## NEW YORK

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (©©), the recognized authority of the Dry Goods and Department Store trade.

*Hardware Dealers' Magazine* (©©). Specimen copy mailed on request. 283 Broadway, N. Y.

New York *Herald* (©©). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*Scientific American* (©©) has the largest circulation of any technical paper in the world.

## PENNSYLVANIA

## THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (©©), only morning paper among 600,000 people. "The K. I. Bible."

## TENNESSEE

The *Memphis Commercial Appeal* (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The *Commercial Appeal* passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
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SPECIAL—Two Colors: \$25 extra for two pages or less. For more than two pages, \$12.50 per page. Inserts: \$60 a page when furnished complete by advertiser. No less than four pages accepted.			

## "Peace Hath Her Victories"

The year ending December 31, 1914, has been a successful one for THE CHICAGO TRIBUNE.

New records in circulation and in display advertising have placed THE TRIBUNE in an even more emphatically prominent position, not only among the newspapers of Chicago, but also among those of the country at large.

In morning circulation THE CHICAGO TRIBUNE now ranks third in the United States.

In Chicago THE TRIBUNE'S commanding lead in morning circulation has still further increased and the city circulation of THE DAILY TRIBUNE is now greater than that of the other Chicago morning papers combined.

In Sunday circulation THE CHICAGO TRIBUNE now ranks second in the United States.

In Chicago the circulation of THE SUNDAY TRIBUNE is considerably in excess of that of any other Sunday paper, and the city circulation of THE SUNDAY TRIBUNE is nearly three times as great as that of one Chicago Sunday paper, and at least fifteen per cent greater than that of another.

In volume of advertising printed, THE CHICAGO TRIBUNE ranks first among all the newspapers in the first four cities of the United States.

For the year ending December 31, 1914, THE CHICAGO TRIBUNE printed 43,502.59 columns of advertising with a gain in display advertising of 884.26 columns over 1913, its, biggest previous year.

This tremendous volume of advertising was far greater than the

amount printed by any other Chicago newspaper.

It was 47 per cent of all the advertising printed by all the morning newspapers of Chicago.

It was within 4,959.27 columns of as much advertising as was printed by the other Chicago morning papers combined, even though the total of these other papers includes about 4,000 columns of advertising that THE TRIBUNE refuses.

The average paid circulation of THE CHICAGO TRIBUNE for the month of December, 1914, was:

**Daily . . . 320,412**  
**Sunday . . 535,735**

From its first circulation statement under the Federal Laws for the six months ending September 30, 1912, to the present time, THE CHICAGO TRIBUNE shows an unbroken record of steady increase that surpasses that of any other newspaper in the world.

The daily increase during this period was 99,912 or 45 per cent.

The Sunday increase during this period was 231,410 or 76 per cent.

Less than one per cent of all the daily newspapers in the United States and Canada have a total circulation as great as this increase of THE CHICAGO TRIBUNE in this comparatively short period.

To our readers and our advertisers who, in appreciation of THE CHICAGO TRIBUNE'S service, have given their support and patronage, we extend our heartfelt thanks.

# The Chicago Tribune

## The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco